

October 2019

## NOTE FOR GUIDANCE ON EVENTS AND MEETINGS ORGANIZED OR SPONSORED BY COMPANIES

### INTRODUCTION

The purpose of this document is to provide additional guidance related to the interpretation of Section 6, Business Meetings and Discussions and Section 10, Conferences and Congresses of Innovative Medicines Canada ("IMC")'s Code of Ethical Practices ("Code").

This Note for Guidance must be read with the spirit of the Code in mind and in conjunction with applicable laws and regulations. Member companies are strongly encouraged to consider the non-exhaustive list of points outlined in this document when assessing the appropriateness of their own meetings and their involvement in supporting meetings organized by third parties, such as medical societies. Member companies should conduct appropriate due diligence in their decision on whether to provide sponsorship funding.

In addition to helping Member companies, this document also serves to assist Stakeholders (including medical societies, third party event organizers, etc.) in identifying the factors to consider when determining whether locations, venues, and content/logistics are appropriate for these meetings.

### POINTS FOR CONSIDERATION

#### Location

1. The geographical location should be in or near a city or town which has appropriate research / educational facilities and/or is easily accessible for the intended audience.
2. The location should aim to minimize travel for the attendees.
3. The meeting or event should not be planned to coincide with local or internationally recognized sporting or cultural events taking place in the same location at the same time nor just before or just after the meeting.

#### Venues

1. The venue has the necessary business and technical facilities to accommodate the event or meeting and its participants.
2. The event or meeting including any exhibition, should only be accessible to the intended audience.



## Third Party Organized Meetings

Prior to providing financial support or sponsoring events and meetings organized by third party organizers such as medical societies, Member companies should be guided by the criteria and annotations considered under Section 6 of the Code as well as the points for consideration highlighted above.

In addition, Member companies should consider the following:

1. The program content should be scientifically sound and adapted to the targeted audience.
2. The scientific program should be available in advance of the meeting (e.g. on the event organizer's website).
3. The scientific program should cover the whole duration of the event with content generally filling the business hours each day with no significant gaps in the agenda.
4. There should be no financial support for entertainment (such as sightseeing tours or leisure activities) organized in connection with the event i.e. before, during or after.
5. Guests (non-invited HCPs) should not be encouraged to attend the events and meetings.
6. There should be no remuneration or reimbursement of expenses to any Health Care Professionals or guests attending the events and meetings held in Canada.

The description of the event or meeting is often an indicator of whether the location, venue, and other arrangements are appropriate. Language about the event being located at "world renowned resort" with "beautiful beaches nearby" or other similar language is an indicator that the primary purpose may not be educational, and as a result the location and venue may not be appropriate.

In addition, information on the proposed venue's website may give a further indication of the suitability of the location and venue.