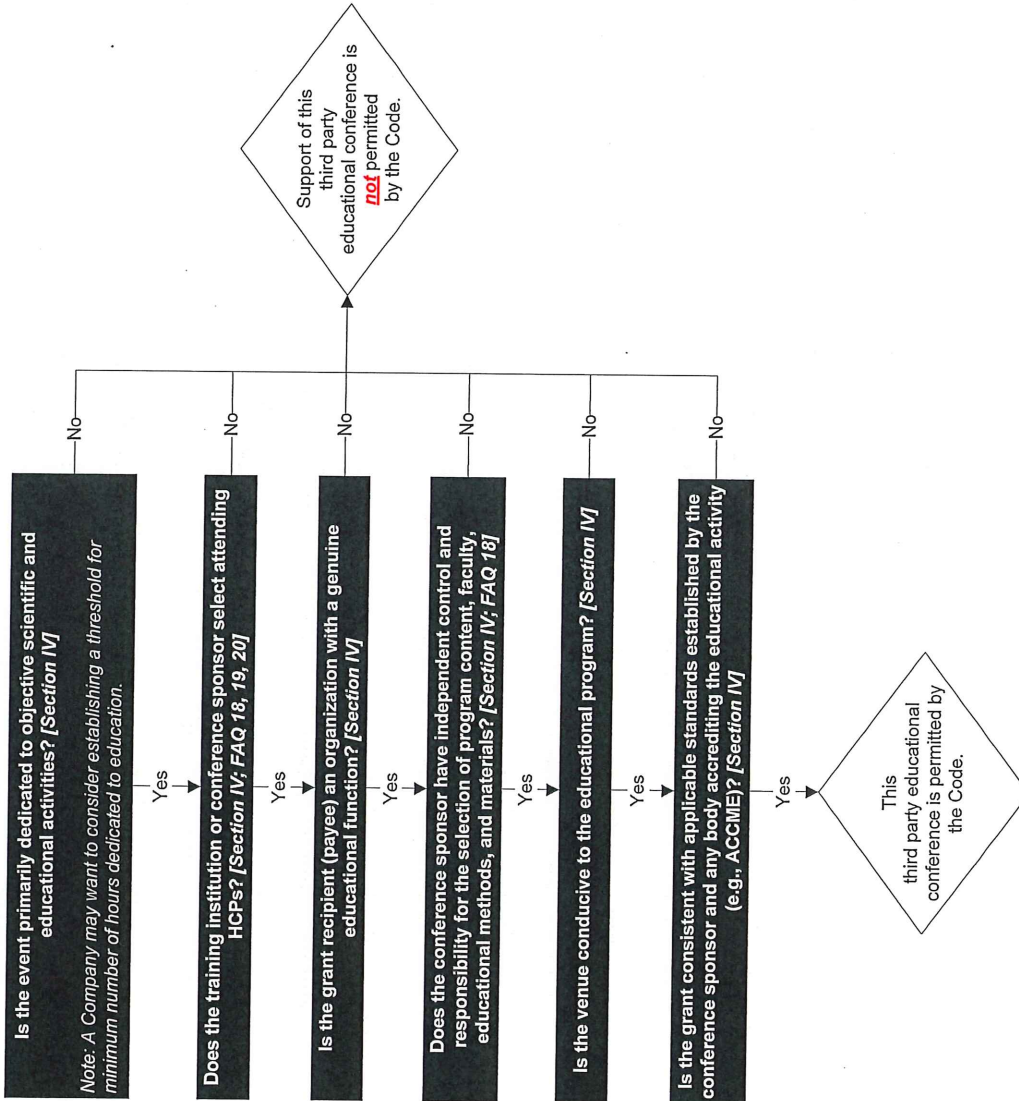




Illustrative Third Party Educational Conferences Best Practices & Considerations Section IV: Supporting Third Party Educational Conferences

Purpose/Scope: The following chart is intended to provide a summary of the existing AdvMed Code and other potential considerations as it relates to supporting third party educational conferences. It should not be utilized in lieu of the complete AdvMed Code of Ethics. Companies are not obligated to follow this chart. Refer to the AdvMed Code for definitions of HCP, Company, and other terms.



Key Terms	
Term	Definition
Educational Support	Refers to funds granted to a third party conference sponsor with the intent of reducing conference costs — that is, legitimate expenses and <i>bona fide</i> educational activities.
Non-Educational Support	Refers to funds paid to a third party conference sponsor with the intent of promoting the company. This can include purchasing exhibit space or other advertising during the conference; however, separate policies and procedures may govern, and these costs may be negotiated in a separate agreement.
Company Conducted Training and Education	Refers to training and/or educational programs designed and conducted by an individual company and not subject to the control of a third party conference sponsor. These types of programs may occur in conjunction with third party conferences; however, separate policies and procedures may govern.

Other Considerations – Educational Support

There are many factors, depending on the particular circumstances, that may be considered when providing Educational Support, although not every factor is necessarily relevant in each situation. A company may consider some or all of the following factors, in addition to other considerations, when determining whether to provide Educational Support to a third party conference, but it is important to judge each conference and request for funding by the totality of the circumstances. A potentially questionable resort venue, for example, may be outweighed by a robust agenda, attendance controls, and conference marketing that focus on educational content.

- Venue**
- Is the venue a resort location?
 - Is it easily accessible, centrally located for attendees?
 - Is it a well-known conference location?
 - Will the conference be the attendees' main reason for being at the venue?
 - Is this venue appropriate for the targeted attendees/intended audience?
- Agenda**
- Is the agenda robust?
 - Are there large gaps in the day for recreational activities?
 - Are sessions mandatory, or are some labeled "optional"?
- Conference Topic (disease state/therapeutic area)**
- Is the topic relevant to the business and supportive of business objectives?
- Marketing Materials**
- How does the conference market itself to potential attendees?
 - Is the education the focus, or is it recreation?
- Budget**
- What is the total budget of the conference?
 - How much of the total budget will go towards educational content and how much is overhead?
 - What percentage of the total budget will the company's grant represent?
- Note: Many companies request the total budget figures from the conference organizers.*
- Are multiple companies providing support, or is my company the sole supporter?