



on financial support and exhibitions

NB! You can search in the guidance by pressing "Ctrl + F" and entering your key word.

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1. Introduction

This guide aims to provide information to hospitals, organizations and medical / professional societies as well as healthcare professionals who wish to apply for sponsorships from pharmaceutical companies in connection with organizing professional events aimed at healthcare professionals or participation in e.g., international or national professional events. This guide aims to clarify the rules that apply to pharmaceutical companies that are affiliated with ENLI.

If you want to know more about the rules that have formed the basis of this guide, you can read more about this in ENLI's Promotion Code and the accompanying guide. The rules can be found on ENLI's website: www.enli.dk/en under "Rules" / "Promotion Code".

Please note that the instructions in this guide only apply to the pharmaceutical companies that have chosen to adhere to ENLI's regulations. ENLI's set of rules is in some cases stricter than Danish legislation.

If you want to see which companies have joined ENLI, there is an updated list on the front page of www.enli.dk/en.

2. Definition of support

Sponsorships can be given as financial support or in kind. The sponsorship may include a benefit in the form of a company having its name mentioned or being given the opportunity to represent the company.

Sponsorships can be granted to professional activities organized by a third party. Sponsorships can have different titles. However, it is the content of the sponsorship agreement that is crucial and not what the agreement is actually called.

Sponsorships can either be given to the *organizer* of the professional activity, for example medical societies and congress organizers, or to the *participation of individual healthcare professionals* in professional activities. Support for individual healthcare professionals can e.g., be payment for the healthcare professional's registration fee as well as flight and hotel stay in connection with a professional congress.

Sponsorships are different from donations. A donation will often be given to a hospital and can be given both as financial support and in kind. A donation to a hospital can e.g., be support for the development of databases, research projects, patient information leaflets, patient training programs, medical equipment, PhD projects or the like, for which the hospital / hospital department has applied for funding. Donations are not covered by this guide, but you can read more about donations in the Donation Code on ENLI's website. It should be noted that a sponsorship to a hospital/department for the organization of continuity training for healthcare professionals is covered by the rules of the Promotion Code and not the Donation Code, cf. Art. 3(2)(c) of the Donation Code.

Checklists in connection with applying for sponsorships can be found at the back of the guide, pages 19 to 21.

3. General comments

Requests for sponsorship must be made **in writing**, and a written contract should always be drawn up with the company in question when it commits to a sponsorship.

If a professional activity, e.g., an annual meeting of a medical society, is sponsored by one or more pharmaceutical companies, it must always be stated **in the invitation**, who is the organizer, what the purpose of the event is and whether there has been granted sponsorship from pharmaceutical companies to the event.

The revenue that the organizer receives from sponsors may only cover the actual, documented and reasonable direct expenses that are an integral part of the professional event. Examples of such costs can be fees for speakers, venue rent, catering in relation to the event in question, etc. Pharmaceutical companies may not sponsor activities where the cost of meals is the sole cost.

When applying for sponsorships, the organizer must provide an adequate budget for the current activity, so that any sponsors have the opportunity to assess whether the rules in ENLI's Promotion Code have been complied with. See an example of a budget on page 14 of this guide.

If the income from the sponsors provides a profit to the organizer and the organizer is an association/society of healthcare professionals (e.g., medical society) the **profit must be repaid** to the respective sponsors. This is due to the fact that general sponsorships may not be granted to individual healthcare professionals, cf. below. In contrast, there is no requirement that any profit is repaid when the sponsorship is given to actors who are not healthcare professionals, such as "Dagens Medicin", as the prohibition against giving financial benefits only applies to healthcare professionals including medical societies, which are considered an association of individual healthcare professionals.

In ENLI's assessment, it is reasonable in contracts for sponsorships that the sponsors request the organizer for **subsequent documentation**, e.g., in the form of a financial accounting after the event, where the income and expenses of the activity are accounted for. Hence it is ENLI's recommendation that the contract stipulates that any profits from the sponsorship must be repaid to the pharmaceutical company.

Pharmaceutical companies must only commit to sponsoring an activity when they have sufficient information about the content and framework of the event in question. The pharmaceutical company that undertakes the sponsorship of a healthcare professional's participation in a professional event can therefore only notify ENLI when sufficient information is available about the activity in question.

It is noted that the companies that are subject to ENLI's rules must notify all activities to ENLI. All companies are therefore required to submit a program, budget, etc. for each event they organize themselves or which they support in the form of a sponsorship to a third party. If an activity is subject to random control and it turns out that the activity does not comply with the rules, the company may be required to cancel or change the financial support for the activity. Thus, contracts for support with pharmaceutical companies can state that they can withdraw the support if the activity, for which support is granted, does not comply with the rules.

4. Professionalism

The pharmaceutical industry can support professional activities organized by a third party if the main part of the program for the current event is professional.

Prior to making commitments, the pharmaceutical company must ensure that the programme is predominantly professional. This means that more than half of the programme must be professional in relation to the criterion of professionalism in section 13(1) in the Guide to the Promotion Code.

For breaks where there is access to the exhibition area, half of the breaktime is considered professional, (if one hour is set aside for (coffee) break with access to the exhibition area, 30 minutes are counted as professional).

For further information, please refer to ENLI's Guide to the Promotion Code.

The pharmaceutical companies cannot undertake to sponsor an event until the **professional program has a sufficient degree of detail** to enable the companies to ensure that the requirement, that the program is predominantly professional, is complied with.

It should thus be stated who the presenter is and what title / educational background he or she has. In addition, there should be a true and fair title on each program item, possibly supplemented with a further description of the content of the program item.

The activities that can be supported must have a specific health professional nature. This means that the content of the program must be professional presentations on diseases, disease areas, medicines, treatment methods, professional congresses or symposia. As a starting point, the event must have a continuing educational aim in relation to, for example, treatment methods, medicines and diseases / disease areas.

Sponsorships for courses that can also be offered to others than healthcare professionals, and where the content cannot be considered "professional" for healthcare professionals in accordance with ENLI's rules, are not permitted. Examples of such events that cannot be supported are courses in financial management, organizational development, management, operation of medical practices as well as IT courses, collaboration courses, coaching, just as no support can be provided for courses in comedy / entertainment, political contributions or courses in communication and teaching in learning to teach.

Pharmaceutical companies may well support an event that has elements that are not "specifically professional", if it is the professional presentations that are central to the event. An example could be an annual meeting dealing with an illness, where the day ends with a general assembly or other form of internal discussions. When supporting an event that also contains elements that are not 'specifically professional', the pharmaceutical company must ensure that their support does not go to the part that is not 'specifically professional'. This can be ensured by making reservations in the contract regarding elements that are not "specifically professional".

As a rule, pharmaceutical companies cannot sponsor medical societies, etc. administrative and internal activities. Examples include training in non-health professional topics, planning meetings, staff parties, etc.

Virtual events

The requirements mentioned above regarding professionalism etc. also apply to virtual events same way as they would apply to in-person meetings. In addition, it will always depend on a specific assessment whether the content will be advertising. It will be important here whether it is the pharmaceutical company that selects specific submissions, or whether it is the entire third-party program that is given access to. In the case of live transmissions, these will in principle be equated with physical meetings. However, it will always be the company's responsibility to ensure that there is no material that may constitute illegal advertising of the company's medicines, including pre-launch and off-label. For further information about online meetings and live transmissions, please refer to the Guide to ENLI's Promotion Code: www.enli.dk/en/rules.

Meeting equipment

It is generally permitted to have **relevant practical meeting equipment**, such as pens, paper pads or the like at professional symposia, conferences, congresses, etc. (both own and 3rd party events).

- For third party events, meeting articles must be completely without pharmaceutical company **branding** (no name or logo or corporate/product brand). Using a generic name is also covered by the prohibition against product branding. It is specified that hotel or congress names are not regarded as branding in this connection.
- For events that companies have organized themselves, meeting articles may have the corporate brand (company name and/or logo) but still without product brands (invented or generic names). Affixing the name of a therapeutic area is permitted (e.g., oncology, diabetes, cardiology, etc.).
- Ballpoint pens and paper pads supplied in conference bags/packs must not carry the corporate or product brand, and similarly the prohibition against supplying meeting items on exhibition stands is absolute.
- On condition that the above criteria are complied with, the following are examples of permitted relevant practical meeting items: Ballpoint pens, writing pads, conference packs or bags, key ring lanyards for key cards, etc.

5. Catering

The level of a reasonable hospitality (including catering) is always assessed in relation to the specific event. It follows from section 26(2) of the Advertising Order that hospitality [including catering, ed.] *"must be kept at a reasonable level and be strictly limited to the main purpose of the advertising or professional activity. The party incurring the expenses must provide the Danish Medicines Agency with information about the basis for incurring the expenses upon request from the Agency. Hospitality may only include healthcare professionals."*

If a sponsorship can cover all or part of the cost of catering, these **amounts must be specified** in an enclosed budget. See example on page 14. This is because the pharmaceutical companies are only allowed to support dining if ongoing catering up to a two-hour event does not exceed DKK 100, and for meetings lasting a minimum of two hours, the lunch does not exceed DKK 450 and the dinner does not exceed DKK 850 for events in Denmark. In addition, there is a general amount cap for total catering at full-day meeting of DKK 1,400 in Denmark. Prices are incl. VAT and beverages. For the companies that are affiliated with ENLI, it is a requirement that if they pay for or sponsor **meeting packages, these must always be specified** so that it is possible for ENLI to see what the price for breakfast, lunch and dinner is, as well as other catering during the day.

The mentioned amount caps apply as mentioned for catering in Denmark. For meals in other European countries, the amount caps set for this by the pharmaceutical industry organizations in these countries apply. See more about this on ENLI's website.

It is not permitted for a company to partially pay for catering if the total catering will thus exceed the permitted amount, for example by paying the remaining amount by the participant's own payment. For example, a company may not spend DKK 500 on a dinner if there is in addition a participant-payment of DKK 400. In that case, the total price for the dinner (DKK 900) will exceed the permitted amount cap of DKK 850.

For other countries outside Europe, these countries' meal caps may be used if they otherwise meet the requirements set out in section 13(7). If no meal caps have been set in the countries in question, the amount caps set by ENLI apply, but the amounts must be adjusted to living conditions in the country in question.

6. Hospitality

In connection with sponsorship support for a professional activity, the pharmaceutical companies may offer health professionals **hospitality** in the form of travel, meals, accommodation and registration fees. All forms of hospitality provided to healthcare professionals must be at a **reasonable level** and must not be extravagant or luxurious. At the same time, the representation must be limited to the main purpose of the event and should be **subordinate in terms of time** in relation to the professional activity. The crucial thing here is what is the highlight of the event; is it the catering or the professional content. It will e.g., not be acceptable to serve a sandwich for a meeting that only has a duration of 15 min.

Pharmaceutical companies must not provide support for a healthcare professional, in connection with, for example, a congress participation, to have his stay at the congress venue extended in order to take a holiday. A request from a healthcare professional to a pharmaceutical company to change the outbound or inbound journey on this basis must therefore be rejected by the pharmaceutical company. If a healthcare professional, due to private circumstances, does not want to travel either out or back in connection with the professional event, a pharmaceutical company will not be able to pay for transport costs either to or from the professional activity. If a change of outbound / inbound travel is desired due to another professional event, this can only be accepted if the second event is sufficiently professional in itself that the pharmaceutical company would also be able to support this.

Hotel expenses can only be sponsored if the extent of the event requires accommodation in a hotel. If an event is less than six hours long, it should be possible to plan it without the need for a hotel stay. If an overnight stay is necessary, there should be professional activities both the day on and the day after the overnight stay.

A pharmaceutical company may not provide any **hospitality to the participant's companion**. If a pharmaceutical company has supported a healthcare professional's participation in an event, the invitation must not include companions, even if the healthcare professional / companion pays the expenses associated with the event. Thus, the pharmaceutical company must not act as a "travel agency" for accompanying spouses / partners. This means that a pharmaceutical company is not allowed to book plane tickets etc. to accompanying spouses / partners, regardless of whether the pharmaceutical company pays for the ticket.

If a pharmaceutical company pays for **transport**, either directly or through a sponsorship, it must always be done at a reasonable level that must take into account the context in which the healthcare professional travels. "Reasonable" must be assessed on the basis of whether the healthcare professional has been invited by a pharmaceutical company to participate in a professional event, or whether the healthcare professional travels as a hired consultant, to provide a professional service to the company.

As a starting point, all travel by train will be considered to be at a reasonable level, regardless of the choice of "class". Flights to professional events (where the healthcare professional is invited to) in Europe must, as a general rule, take place in economy class, while flights to professional events to overseas destinations must, as a general rule, take place either in economy class or in economy plus class. If air travel is paid for consultants who provide professional services, e.g., as a speaker, these must, as a general rule, take place either in economy class or in economy plus class. However, if special logistical circumstances justify it, the above-mentioned starting point can be deviated from based on a concrete assessment of logistics, price, class and any alternative solutions, and flights of a higher class than those stated above can be accepted.

When a healthcare professional uses their own car for transport, only expenses actually incurred are reimbursed (on receipt). If driving one's own car, ferry and bridge expenses can be reimbursed based on a receipt. Since only direct expenses are reimbursed, kilometers driven in one's own car cannot be reimbursed according to the government tariffs. The pharmaceutical company can only cover direct expenses for the healthcare professional. Thus, when driving in one's own car, one must account for how many kilometers have been driven and what it costs in fuel, depending on how far the car in question runs per liter. ENLI has set some tariffs for driving your own car as an administrative aid. These can be used instead of calculating how much the individual car runs on one liter of fuel/charge. See more about this in the guide to Art. 13 (7) of the Promotion Code.

7. Venues

The professional event must take place at a meeting place that is appropriate in relation to the main purpose of the activity. This means that the meeting place must provide an appropriate framework for the specific meeting. **Non-professional places**, such as boat trips, museums, etc., can therefore not be

used unless these places have separate, suitable meeting facilities. Likewise, private homes (including holiday homes) cannot be used.

In addition, the venue must not be known for its **entertainment facilities** or be **extravagant or luxurious**. According to ENLI's rules it is prohibited to use 5-star hotels, gourmet restaurants, castles, manor houses, mansions, estates, golf hotels, boat trips etc. It is also prohibited to use ski and beach hotels in season, i.e., in the period from 1st of May to 30th of September.

In this connection, it is not decisive whether the participants in the professional event actually get access to the leisure and entertainment activities in question or otherwise receive luxurious catering. The critical thing is whether the planned meeting place is, in ordinary reputation, "known" for its entertainment facilities, is extravagant and / or luxurious.

It will always be a concrete assessment of the venue's legitimacy in relation to the individual meeting, where, among other things, the meeting's logistics and requirements for facilities are assessed. If an online search shows that a hotel appears as 4- and 5-star on different booking sites, it will lead to the hotel being considered 5-star, and thus not in accordance with the set of rules that pharmaceutical companies must follow.

It is possible to **search in the free-text field** on ENLI's website if you want to see if a decision has previously been made on the use of specific venues.

8. Entertainment

Pharmaceutical companies may not provide support for events, parts of events or participation in events that contain any form of **entertainment** or other non-professional activity. Pharmaceutical companies may therefore not, via a sponsorship, cover expenses for music, entertainment, etc., in connection with, for example, a dinner. In addition, pharmaceutical companies may not themselves organize or sponsor the participation of healthcare professionals in entertainment activities.

Financial support for an event that includes entertainment may thus only take place if the entertainment activity is explicitly financed in another way than by the pharmaceutical company's sponsorship, for example by the participants' payment. This must be explicitly stated, for example, by the registration fee differentiating between social activities (opening ceremony, gala dinner, etc.) and the academic program.

For further information on entertainment, including the distinction between primary and secondary entertainment, please refer to the Guide to the Promotion Code. The guide can be found at www.enli.dk/en/Rules/Promotioncode.

9. Exhibition stands

Pharmaceutical companies are allowed to advertise in connection with professional events - typically in the form of advertising, exhibitions, notices and posters, film screenings, product information, etc. However, it must be clear to the participant in the professional event when it is advertising and when it is professional learning. Therefore, advertising must be separate from the professional content of the event. For example, in the case of a medical congress, there must be no exhibitions in the classrooms. The advertising must be separate from the professional part of the congress, for example in a foyer outside the classroom.

If you want to have an exhibition area in connection with a meeting and want pharmaceutical companies to be able to buy exhibition stands here, it is important to look at the price per square meter.

ENLI sees an exhibition stand as the purchase of an advertising space. If, on the other hand, more than the market price is paid for an advertising space, ENLI will look at the purchase as if the pharmaceutical company had also made a sponsorship to the meeting. In such cases, all conditions as listed above under "sponsorships" must be observed.

It is therefore important that you are aware of the price you set per square meters for exhibition stands.

Whether it is a **purchase of an exhibition stand or a sponsorship** depends on whether the price can be considered to reflect the actual purchase of the stand, or whether it is considered an amount that exceeds this and thereby becomes a sponsorship. If a larger amount is paid, which must be considered to go beyond the cost and advertising value, the payment will be assessed as a sponsorship; see the rules above. The price must reflect the market price of an exhibition stand, which depends on how many days you use the stand, how many healthcare professionals participate in the event, and how large and expensive sites are used.

When the price for an exhibition stand per sqm is to be assessed, it also includes VAT and administration fee. However, the external administration fee, where the fee does not go to the organizer himself, should not be included in the price per square meter. Any participation fee for the event for the company's employees at the stand, as well as catering for this, should also not be included in the price per square meter.

The price per square meter thus constitutes the real price for the stand incl. VAT and possibly administration fee to the organizer. As a rule of thumb, it can be reckoned that a **square meter price of DKK 2,000** for a full-day event in a rented, external location with about 50-80 participants is acceptable. However, a higher price per square meter is accepted if the market price is higher due to the number of participants or similar. A higher square meter price is likewise accepted if the pharmaceutical company has the stand over several days. However, calculation of square meter price cannot be calculated based on a daily price. This means that the stand price cannot be doubled to DKK 4,000 per square meter although the pharmaceutical company has the stand for two days. The pricing of a stand that the pharmaceutical company has over several days must be based on a specific assessment, where the number of participants and the number of days must be included in the assessment thereof.

For further guidance on calculation of square meter price, see checklist regarding notification of the company's purchase of exhibition stand on [www.enli.dk/Rules/The Promotion Code](http://www.enli.dk/Rules/The%20Promotion%20Code).

It should also be noted that the Danish Medicines Agency's guidelines further state that *“Direct expenses that may be incurred by a pharmaceutical company in accordance with section 26 of the Executive Order on Advertising may not be included in the calculation of the price per square meter for a stand. The medical society cannot, for example, include expenses for fees for a lecturer or expenses for healthcare professionals' meals in the price per square meter for a stand.”*

Accordingly, there must be no hidden sponsorship in the square meter price.

If the price only reflects the purchase of a stand, the requirements according to ENLI's rules is that the program must be predominantly professional (the same as with a sponsorship), and that the stand must be separate from the area where the professional presentations take place.

If an exhibition stand has been purchased at market price, ENLI will not examine other matters, such as venue, catering and entertainment, which are done in connection with sponsorships.

It is also noted that pharmaceutical companies may not participate in competitions in stand-areas. Thus, companies may not contribute questions / answers to a possible competition and the stands may not otherwise be involved in any competitions that are run by the organizer.

See checklist when purchasing an exhibition stand on page 21.

10. Q & A regarding sponsorships

For checklists for applying for sponsorships and exhibition stands, please refer to the guide's appendices C-E.

1. Should there be a written agreement on sponsorship of an event?

ANSWER: Yes, there must be a written document stating the conditions under which the agreement was entered into between the pharmaceutical company and the organizer. The pharmaceutical company must submit the agreement / contract as well as the associated budget when the sponsorship is notified to ENLI.

2. Should there be a written agreement on sponsorship of healthcare professionals' participation in an event?

ANSWER: Yes, see the answer above under sponsorship for event.

3. What can you apply for sponsorship for?

ANSWER: Pharmaceutical companies can support continuing educational training for healthcare professionals. This can be in the form of, for example, lectures, courses, after hours meetings, annual meetings, congresses, and the like. See example of permitted / unauthorized expenditure in the budget on page 14.

Sponsorships from pharmaceutical companies may only cover the costs that you actually have for the continuing education activity, i.e., the actual, documentable costs. Still remember that these must be at a reasonable level, so no luxurious settings. Supported costs can be, for example:

- Venue rent in connection with the event
- Rental of technical / AV equipment on the premises
- Conference material for distribution to the participants
- Costs for speakers (fees, travel, accommodation, meals)
- Meals in connection with professional meetings when the event is also supported in other ways
- Advertising etc. of the event

4. Is there anything that the pharmaceutical companies cannot sponsor in accordance with ENLI's rules?

ANSWER: Yes. Pharmaceutical companies may only provide financial support for specific professional meetings or other professional activities. Planning meetings and courses that may also be relevant to others than healthcare professionals can therefore in principle not be sponsored by pharmaceutical companies.

Furthermore, pharmaceutical companies may not sponsor professional events, where catering (food and drink) is the only expense for which support is sought, as the companies may only pay for catering if they also support other professional elements in the event, such as the lecturers' fees, premises rent, etc.

It is not permitted for the pharmaceutical companies to sponsor events or program items that are of a social nature or that include social elements / entertainment.

5. Can you apply for sponsorships for holding or participating in meetings that take place abroad?

ANSWER: *Yes, pharmaceutical companies are welcome to support professional activities outside of Denmark if:*

- *Most of the guests come from abroad, and the location of most of the guests' countries of origin makes it significantly more beneficial to hold the activity in another country for logistical reasons, or*
- *Due to the location of the relevant resource or expertise that is the subject or theme of the activity, it makes it significantly more beneficial to hold the activity in another country for logistical reasons.*

6. Can I apply for a sponsorship for a professional event held at an extravagant hotel?

ANSWER: *If you want financial support from pharmaceutical companies for your professional meetings, you should avoid using venues that are known for their extravagance, as the companies must not support events that can send a signal of luxury.*

There is basically a ban on using 5-star hotels, gourmet restaurants, castles, mansions, estates, palaces, golf hotels, ski and beach hotels (in season), boat trips, etc.

It should be pointed out, however, that the conditions of the individual event must be considered, and that the logistics may in some cases justify the use of, for example, 5-star hotels, if it is not possible to hold the event at other venues.

7. Can you bring your spouse to sponsored events?

ANSWER: *The pharmaceutical industry must not give sponsorships, pay for dinners, airline tickets, etc., to the spouses of the participants. Sponsorships may only be granted to healthcare professionals for whom the professional meeting is relevant. Pharmaceutical companies are also not allowed to act as a travel agency or book tickets for spouses, etc.*

8. Can one apply for sponsorship for entertainment?

ANSWER: No, the pharmaceutical industry may not sponsor program items that are of a social nature or that include social features / entertainment. The ban applies to both entertainment in connection with the professional program and in connection with subsequent dinners.

9. Why must a budget be submitted when applying for a sponsorship?

ANSWER: A budget is necessary for the pharmaceutical companies to be able to see and document to ENLI that they only sponsor purely professional activities, and that any catering and other representation is in accordance with ENLI's rules.

10. Is it necessary to specify the amounts for catering if a total meeting package price is specified in the budget?

ANSWER: Yes. Amount caps have been introduced for the catering that pharmaceutical companies will pay for in connection with professional meetings, so it is important that the companies can see that these amount caps have been complied with. Thus, it is not sufficient in the budget to write meals for 25 people at DKK 770. The pharmaceutical company must be able to see what exactly the amount covers. It is also not sufficient to include the cost of meals/catering together with room rental etc. in the budget.

11. Must any profits from an event be refunded to the sponsors?

ANSWER: Yes, if the organizer of the meeting are healthcare professionals e.g., a medical society. This is due to rules for what pharmaceutical companies may support financially regarding healthcare professionals. If, after the meeting has ended, it turns out that there were lower expenses than expected, the profits must be repaid to the sponsors, as no general financial support may be provided to individual healthcare professionals by pharmaceutical companies.

If, on the other hand, the organizer is a commercial company (a communications agency, a newspaper, etc.), any profit will only be profit for this company, which is not regulated by ENLI's rules.

12. Can pharmaceutical companies cover expenses according to government tariffs when a healthcare professional uses their own car for transport?

ANSWER: No. When travelling by car, only actual expenses incurred can be reimbursed (by invoice), including ferry and bridge expenses. As only direct expenses are covered, kilometers driven in your own car cannot be reimbursed according to state rates. The pharmaceutical company can only cover the direct expenses for the healthcare professional. Thus, when driving in your own car, you must account for how many kilometers have been driven and what it costs in fuel depending on how far the car in question runs per liter. ENLI has set some tariffs for driving your own car as an administrative aid. These can be used instead of calculating how much the individual car runs on a liter of fuel/charge. See more about this in the guide to Art. 13 (7) of the Promotion Code.

Pharmaceutical companies must ensure that only the actual expenses are covered. One way of doing this is for the pharmaceutical company to ensure that it is stated in the contract that only the actual expenses are covered when travelling by car.

13. Can an exhibition stand be sold to a pharmaceutical company when the event is organized in a castle or manor house and the venue is therefore considered extravagant or luxurious?

ANSWER: *Yes, if the content of the event complies with the professionalism criterion and the price of the exhibition stand reflects the market price (and thus no hidden sponsorship is included in the stand price). In that case, the exhibition stand would be regarded as a purchase of advertising space.*

A pharmaceutical company can purchase advertising space as long as the purchase is proportionate and reflects the market price compared to the exposure option. Companies are thus allowed to advertise to healthcare professionals, and there are no immediate restrictions on where advertising space can be purchased. In these cases, it will hence not be a sponsorship, but a purchase of advertising space.

In this context, it should be noted that there is no differentiation between the purchase of advertising space in medical magazines, newsletters, or websites, etc.

Section 5.5.3. in The Danish Medicines Agency's guidelines for the Executive Order on Advertising further state: "A pharmaceutical company may also enter into an agreement with a professional company / association consisting of healthcare professionals to make advertising space available on the company's website against payment if the payment is in reasonable proportion to the service provided (advertising space). This depends on a concrete assessment of the content and duration of the agreement, the number of users of the website and the price (market price) for the corresponding advertising space. The payment must not exceed the market price for the corresponding advertising space."

Appendix A -Example of a programme

Two different programmes are shown below, one of which is not predominantly professional (example 1), while the other is predominantly professional (example 2). The examples show how to assess whether a programme is predominantly professional.

Example 1

Programme

08.00 - 09.00	Arrival, registration, and breakfast	(non-professional, 60 min.)
09.00 - 10.00	Presentation on disease by a health professional	(professional, 60 min.)
10.00 - 11.00	Presentation on disease by a health professional	(professional, 60 min.)
11.00 - 11.30	Break / exhibition	(professional, 15 min. and non-professional, 15. min.)
11.30 - 12.30	Presentation on disease by a health professional	(professional, 60 min.)
12.30 - 13.30	Lunch	(non-professional, 60 min.)
13.30 - 14.00	Break / exhibition	(professional, 15. min. and non-professional, 15. min.)
14.00 - 15.00	Planning of annual meeting 2021 v/chairman)	(non-professional, 60 min.)
15.00 - 16.00	Coffee break / exhibition	(professional, 30 min. and non-professional, 30. min.)
16.00 - 17.45	General assembly of the medical society	(non-professional, 105 min.)
17.45 - 18.00	Completion by a healthcare professional	(professional, 15 min.)

Total duration of the event = 10 hours:

Professional activity = 4 hours and 15 minutes

Non-professional activity = 5 hours and 45 minutes

The programme does not meet the criteria on professionalism, as the programme is not predominantly professional, as non-professional activities (5 hours and 45 minutes) exceed the professional activities in time (4 hours and 15 minutes). Therefore, the company cannot give a sponsorship, as the programme does not comply with Sec. 13.01 in the Promotion Code.

Example 2**Programme**

08.00 - 09.00	Arrival, registration, and breakfast	(non-professional, 60 min.)
09.00 - 10.00	Presentation on disease by a health professional	(professional, 60 min.)
10.00 - 11.00	Presentation on disease by a health professional	(professional, 60 min.)
11.00 - 11.30	Break / exhibition	(professional, 15 min. and non-professional, 15. min.)
11.30 - 12.30	Presentation on disease by a health professional	(professional, 60 min.)
12.30 - 13.30	Lunch	(non-professional, 60 min.)
13.30 - 14.00	Break / exhibition	(professional, 15. min. and non-professional, 15. min.)
14.00 - 15.00	Presentation on disease by a health professional	(professional, 60 min.)
15.00 - 16.00	Coffee break / exhibition	(professional, 30 min. and non-professional 30. min.)
16.00 - 17.45	General assembly of the medical society	(non-professional, 105 min.)
17.45 - 18.00	Completion by a healthcare professional	(professional, 15 min.)

Total duration of event = 10 timer:

Professional activity = 5 hours and 15 minutes

Non-Professional activity = 4 hours and 45 minutes

The programme does meet the criteria on professionalism, as the programme is predominantly professional, as professional activities (5 hours and 15 minutes) exceed the non-professional activities in time (4 hours and 45 minutes).

Appendix B: Example of budget

Income	Quantity	à	Amount
The organizer's funding, e.g., from member fees	1	30.000	30.000
Participant payment	100	800	110.000
Sponsors / exhibitors	15	10.000	150.000
Possibly other financing	1	10.000	10.000
Total			300.000

Expenses	Quantity	à	Amount
Venue rent	2	40.000	80.000
Technical equipment	1	15.500	15.500
Print and layout - invitation and program	1	10.000	10.000
Name tags and copying of teaching materials	100	50	5000
Advertising of the event	2	5.000	10.000
Distribution of invitations	100	40	4.000
Moderator	1	5.000	5.000
Fee for speakers (only money, not flowers, wine, etc.)	2	5.000	10.000
Speaker's transport costs in economy class	5	3000	15.000
Prize for best abstract / poster ¹	1	13.000	13.000
Lunch	100	250	25.000
Afternoon coffee and fruit	100	75	7.500
Dinner (no entertainment)	100	600	60.000
Total			260.000

Expenses – not to be sponsored	Quantity	à	Amount
Entertainment e.g., DJ, live music	1	15.000	15.000
Gift for speakers e.g., wine, flowers, chocolate	5	1.000	5.000
Expenses for non-professional presentations	2	10.000	20.000
Expenses for holding board meetings (considered as operating support and therefore cannot be sponsored)			
Total			40.000

REMEMBER: Possibly profits must be repaid to the sponsors

¹ If prizes / scholarships are awarded for the best abstract / posters, this prize may only go to professional purposes if the prize is financed by pharmaceutical companies. This means that the prize / money may only be used for professional continuing educational training of healthcare professionals. If the price is to be used for e.g., a congress trip or participation in educational training in Denmark, expenses for hotels, transport and meals must be at a reasonable level, and meals must not exceed the amount caps. See the section above on catering.

Appendix C: Checklist in connection with applying for sponsorships at pharmaceutical companies to hold a professional event

When applying for a sponsorship from pharmaceutical companies to hold a professional event, remember to provide the following to the company you are applying for a sponsorship at:

- ☐ Who is the target group for the event - only healthcare professionals or will there also be others?
- ☐ Is the program predominantly academic? - the pharmaceutical company must be able to see from the titles in the program whether the program item in question is health-related
- ☐ How many participants are expected for the event?
- ☐ How long does the event last?
- ☐ Where will the event be held? (remember the rules for choosing meeting venues, no 5 * hotels or castles / manors, etc.)
- ☐ How much is venue rent, fees for speakers, etc.?
- ☐ If the sponsorship covers transport costs for the speaker, it must be stated which class is traveled in with regards to air travel.
- ☐ Is food / drink served during the event? Remember to specify the individual expense items in the budget so that it is clear to the companies what the price for breakfast, lunch and dinner is, as well as other catering during the day.
- ☐ If accommodation - where will the guests stay and what is the price per night for accommodation per person?
- ☐ Will there be any entertainment or social activities? Entertainment must always be funded by the participants themselves. In this case, this must be clearly stated in the invitation
- ☐ Remember to enclose a specified budget (see example budget on page 14)
- ☐ Remember that any profits must be repaid to the sponsors if the organizers are healthcare professionals. This should be stated in the contract.

Appendix D: Checklist in connection with applying for sponsorship from pharmaceutical companies for participation in a professional event

When applying for a sponsorship from pharmaceutical companies to participate in a professional event, remember to provide the following to the company:

- ☐ Who is the target group for the event - only healthcare professionals or will there also be other professions?
- ☐ How long does the event last?
- ☐ How many participants are expected for the event?
- ☐ Is the program predominantly academic? - the pharmaceutical company must be able to see from the titles in the program whether the program item in question is health-related
- ☐ Where will the event be held? (remember the rules for choosing meeting venues, no 5 * hotels or castles / manors, etc.)
- ☐ If the sponsorship covers transport costs, it must be stated which class is traveled in with regards to air travel.
- ☐ When is the outbound and inbound journey?
- ☐ If the sponsorship also covers food / drinks, the price for the individual meals as well as the total catering per day must be stated. Please note that there are different amount caps depending on the country in which the event in question is held. See the European amount caps on ENLI.dk.
- ☐ If you apply for a sponsorship for accommodation, it must be stated where this is and what the price is per night. (Remember the rules for choosing a meeting venue, no 5 * hotels, castles / manors, etc.)
- ☐ Will there be any entertainment or social activities? Entertainment must always be funded by the participants themselves.
- ☐ Is there a registration fee? Investigate whether e.g., subscriptions to magazines, access to social events, catering, etc. is included.

Appendix E: Checklist in connection with the sale of exhibition stands to pharmaceutical companies in connection with a professional event

When selling an exhibition stand to a pharmaceutical company in connection with a professional event, remember to state the following to the company you are contacting:

- ☐ Is the program predominantly academic? - the pharmaceutical company must be able to see from the titles in the program whether the program item in question is health-related
- ☐ How many participants are expected for the event?
- ☐ How long does the event last and how many days are there access to exhibition stands?
- ☐ Where will the event be held? (The rules for choosing meeting venues do not apply if only an exhibition stand is purchased at market price).
- ☐ What is the price per square meter incl. VAT? (there must be no participation fee for the company's employees, catering, etc. in this price).
- ☐ If the price per square meter is more than DKK 2,000 incl. VAT, it may be a sponsorship and you must therefore use Appendix B. Therefore, be aware of whether this is an exhibition stand, or whether it is for an actual sponsorship.
- ☐ Are the exhibition stands kept separate from the area where the academic program is held?
- ☐ Only healthcare professionals have access to the exhibition stands?