

EASL BASIC RULES

Contents	
EASL BASIC RULES	3
PURPOSE OF DOCUMENT	3
ASPIRATIONS OF EASL	3
COMMITMENTS OF COMMERCIAL COMPANIES (SPONSORS AND EXHIBITORS).....	4
EXHIBITION RULES	5
EXHIBITION ORGANISER.....	5
ASSIGNMENT OF SPACE / ELIGIBILITY FOR EXHIBITING	5
SCIENTIFIC PRESENTATIONS AT EXHIBITION BOOTH	5
HOUSE RULES.....	6
WORK SAFETY RULES	6
EXHIBITOR CODE OF CONDUCT.....	6
SYMPOSIA RULES	8
ORGANISATION	8
SYMPOSIUM TITLE AND DESCRIPTION	8
SYMPOSIUM SPEAKERS AND CHAIRPERSONS.....	8
PROGRAMME CONTENT AND APPROVAL	9
CATERING	9
PRINTED MATERIALS AND SIGNAGE	9
SYMPOSIA HALLS AND CAPACITY.....	9
ACCESS TO LECTURE HALLS.....	9
DELEGATE ACCESS.....	9
EXHIBITOR ACCESS	10
SYMPOSIA INFORMATION BOARD.....	10
SIGNAGE IN FRONT OF ROOMS	10
PROMOTION MATERIAL	10
RULES FOR ANCILLARY MEETINGS AND BLACKOUT TIMES.....	10
RULES FOR INDUSTRY/STUDY SPONSORS.....	11
EMBARGO POLICY	12
PRESS / MEDIA RULES FOR INDUSTRY	13
PHOTOGRAPHS, AUDIO, AND VIDEO RECORDING	13
PRESS REGISTRATION	13

EASL BASIC RULES

At all times, companies participating in all EASL events as Sponsors or Exhibitors must do everything in their power to avoid their actions being contrary to the EASL constitution, exhibition and sponsorship guidelines as well as this set of basic rules.

PURPOSE OF DOCUMENT

1. To serve as a means of regulating and defining participation, contribution, privileges, and obligations of commercial companies at EASL events.
2. To define a set of basic rules which reflects the mutual understanding and commitment of commercial companies and EASL to support and organise events of high scientific value.
3. To set the foundations for a conference to take place with the highest ethical standards and to help companies fulfill their obligations under applicable codes, laws, and regulations.
4. To apply relevant guidelines within this set of basic rules to non-commercial companies, in particular rules such as blackout times, use of name and logo, etc.

ASPIRATIONS OF EASL

1. To organise and plan the EASL International Liver Congress[™] ensuring that the available budget from the commercial companies is used by EASL to provide the basis for the best scientific content which will be organized in line with the EASL Constitution and Guidelines document.
2. To ensure that the International Liver Congress[™] is of high scientific value, professionally organised and planned in order to generate a reasonable financial surplus to support all the costs involved in the organisation of such meetings and to fund research grants, fellowships, travel bursaries and educational and scientific activities in line with the principles of the EASL Constitution and Charity Status.
3. To create and maintain a positive and professional public image of the International Liver Congress[™] worldwide and expand the awareness of the event internationally and to new audiences.
4. To observe the highest principles of responsibility that protect against unethical behaviour.
5. To develop a schedule for the International Liver Congress[™] to maximize attendee participation.
6. To invest in new technologies, tools, formats, etc. to provide dynamic delivery of educational content.
7. To offer opportunities to commercial companies to exhibit, hold industry symposia and provide access to maximum visibility during the International Liver Congress[™] (in compliance with the European and National regulations)
8. To ensure that no sponsors or other exhibitors at the International Liver Congress[™] organise other events which conflict with the official EASL Scientific Programme, Post-Graduate Course, President's dinner or satellite symposia. Representatives of

commercial companies, in this context, are also deemed to be responsible for the activities of their local affiliates. (Please refer to the black-out times p.11).

9. To determine and enforce respect of blackout times for the overall benefit of all involved parties.
10. To control and regulate the practices of any outsourced to ensure transparent and appropriate use of funds as laid down in the EASL Constitution.
11. To provide the means for regular dialogue between EASL and the commercial companies, thereby promoting a clear understanding of mutual problems and enabling conflicts to be avoided.
12. To provide sponsors and exhibitors with the relevant EASL liaison officers and organisational contacts for the various elements of International Liver Congress™ as well as advice for any change in manpower in good and reasonable time.

COMMITMENTS OF COMMERCIAL COMPANIES (SPONSORS AND EXHIBITORS)

1. To ensure that the company, its national or other branches, its agencies, and any appointed suppliers and/or representatives adhere to the content of this set of basic rules, as well as all the EASL guidelines and constitution.
2. To ensure all events planned at the congress venue including pre and post symposia receptions are provided in good time to EASL for approval and must comply with the applicable codes, laws, and regulations.
3. To sign contracts within given deadline and ensure payments are made on time according to agreed schedules.
4. Companies are expected to conduct themselves in a way compatible with the highest standards of business practices with respect to all aspects of their participation in the congress. For example, Company employees or others acting on their behalf should not raise questions or otherwise intervene in satellite symposia sponsored by other companies with the intent of enhancing their own company products or making negative comments about competitor products.

EXHIBITION RULES

EXHIBITION ORGANISER

The EASL Office is the main exhibition contact for all EASL events, including The International Liver Congress™ (ILC).

ASSIGNMENT OF SPACE / ELIGIBILITY FOR EXHIBITING

Exhibit space will be assigned on a 'first come – first served' basis except for Gold, Silver, and Bronze sponsors whose spaces are allocated by ballot.

The exhibition organiser reserves the right to make changes of exhibit space after consulting the exhibitor involved.

EASL recommend that an adequate net exhibition space is provided. Individual stand space allocation may be variable, but the following basic configuration is expected by the commercial companies for each Major Sponsor or exhibitor of the ILC.

- *Major Sponsors* - A minimum of **81m²** of exhibition space included in the package (depending on the venue).
- Individual stand space for other exhibitors can be purchased at a defined cost as listed in the Invitation to Industry by multiples of 9sqm each (minimum purchase)

Any additional booth (not included in the primary space) booked by a Major Sponsor will be charged at the standard exhibition price (cf. Sponsorship Prospectus).

SCIENTIFIC PRESENTATIONS AT EXHIBITION BOOTH

The exhibition area is a promotional arena. If companies have presentations given from their booths these would have to be on-label and otherwise comply with the applicable codes. A non-product presentation about disease science is in general permitted, but the decisions on scientific worth and whether something constitutes promotion is separate and additional costs will apply and will be defined by EASL. Any such presentations require prior approval by EASL both in terms of content and logistical setup. Furthermore, they need to be compliant with general exhibition guidelines and not cause disruption to other exhibitors.

1. All restricted times are reserved for EASL programs, meetings, and functions.
2. The commercial companies reserve the right within the daily schedules of the International Liver Congress™ to hold company staff meetings, symposium slide previews involving company staff and invited speakers only, and clinical trial investigator meetings, provided that attendance is restricted to a limited number of investigators (less than 75). Should the latter involve a large number of investigators; the commercial companies agree that these be held outside the scheduled hours of the congress.
3. Explicitly excluded are any types of meetings that can be assimilated to a company symposium or similar. At any rate, EASL's decision on whether a meeting can be held or not is final. Any meeting that has not received prior approval from EASL taking place in the venue or in the neighbouring area is not permitted.
4. All events planned at the congress venue including pre-and post-symposia receptions must be approved by EASL and must comply with the applicable codes, laws, and regulations.
5. Wherever possible, companies must do all in their power to avoid their actions being contrary to the EASL constitution and to this Code of Practice.

HOUSE RULES

The rules of the conference or congress venues do apply and are binding to all exhibitors. Whoever does not follow these regulations will be excluded from the exhibition after a first warning. Copies of these regulations can be provided upon request.

Material safety and fire certificates of all stand materials must be available for controls during the build-up. Representatives of the public authorities as well as the venue technical staff must be allowed access to your stand at all time. Smoking is prohibited in the buildings of the venue.

WORK SAFETY RULES

The exhibitors and all service providers are required to ensure that any person working on the congress premises during set-up, exhibition and dismantling periods is working in line with the work safety rules and regulations.

EXHIBITOR CODE OF CONDUCT

The following are basic rules that all sponsors/exhibitors commit to. Inspired by a number of sources, including EFPIA, these have been developed in the best interest of the Congress, the delegates and sponsors/exhibitors. Abiding by these fundamental «fair play» rules will ultimately promote a more successful event for all participants.

1. Advertising

Advertising is permitted only on the stand space (aisles excluded). Displays of printed matter or advertising outside this area but on the premises of the Congress are not allowed. No flyers, posters, handouts, etc. can be left on tables, in conference hotels, on buses, etc. unless it is explicitly agreed by the relevant operators. However, there are a number of sponsoring activities that offer selected opportunities to promote a brand or service beyond the exhibition hall. In addition, sponsors/exhibitors must comply with all applicable national and international rules and regulations related to advertising and promotion of all products and services as part of their stand. EASL bears no responsibility for non-compliance by the Sponsor/Exhibitor.

2. Audio Activity on Stand

Sponsors/exhibitors using audio devices must ensure that sound does not carry beyond their assigned space. EASL reserves the right to determine what constitutes an acceptable sound level and may request the Sponsor/Exhibitor to take action to bring it to that level.

3. Disposal of Waste

It is the responsibility of the Sponsor/Exhibitor to ensure that all waste material from stand construction (including boxes for packaging) are completely removed from the exhibition area prior to the opening of the exhibition and at the end of the congress. Waste cleared by EASL will be charged to the Sponsor/Exhibitor.

4. Gifts and Handouts

Items may be given out to delegates only within the limits of the assigned stand space only. The exhibitor must ensure that these are compliant before being submitted to EASL for final approval.

5. Lotteries, Games, and Prizes

While lotteries and other luck-based activities are not permitted, knowledge or skill-based games may, however, be organised with prior written approval from EASL, both for the nature of the activity and the planned reward(s). At any rate, these must be low-key activities limited to the stand area.

6. **Overflow of Activity**
All stand activity must be held on the stand. Any activity taking place outside of the allocated stand space will be reported and shall be made to cease immediately.
7. **Presence**
Stands must be manned during the official opening hours of the exhibition.
8. **Surveys**
Surveys/market research conducted by sponsors/exhibitors must be confined to the assigned stand space.

SYMPOSIUM RULES

ORGANISATION

Satellite symposia are organised and entirely supported by the Industry. Their nature, including the selection of topics, must be educational and not promotional.

SYMPOSIUM TITLE AND DESCRIPTION

No commercial names may appear in the titles of the symposia nor in the topics of individual presentations. In symposia titles, only class names are allowed. Non-proprietary names of individual compounds are permitted in titles of individual presentations. Likewise, medical devices and diagnostic material or procedures may not be called by their commercial names.

SYMPOSIUM SPEAKERS AND CHAIRPERSONS

1. **General**

Slides must be prepared by the speakers and not by the sponsoring companies. No company logos or brand names are allowed as part of the design. 'Manicured' presentations bearing the same design for all speakers are not welcome. Rehearsals are only allowed to coordinate presentations, and not to exert influence on the speakers towards biased presentations.

2. **EASL Governing Board**

According to the EASL policy, EASL Governing Board members are not entitled to participate in industry satellite symposia. As a result, sponsoring companies may refrain from inviting them.

3. **Sponsoring company speakers**

A maximum of one speaker belonging to the sponsoring company is allowed.

4. **Speaker involvement in multiple programmes**

Any speaker may not be involved in more than two industry symposia. Each company will be notified should one of their selected speakers already be involved in two other programmes. Invitations to the speakers may only be sent out, upon approval of the Industry Symposia programme by the EASL Governing Board.

5. **Speaker registration and expenses**

Sponsoring companies shall cover all expenses related to speakers invited to satellite symposia. Even if the speakers are also contributing to the official scientific programme.

The invitation of speakers and chairpersons is the responsibility of the Symposium organisers. Symposium organisers are obliged to register speakers and chairpersons as regular delegates and accept to bear all related costs such as registration, travel, and hotel accommodation expenses.

PROGRAMME CONTENT AND APPROVAL

The sponsoring organisation must submit a full symposium proposal to the EASL Office 120 days before the start of the meeting. The final decision on the programme schedule, however, resides with the EASL Governing Board who is responsible for balanced scientific content across all symposia.

Topics, speakers and chairs of integrated symposia must be approved by the EASL Governing Board.

In the case where the EASL Governing Board disapproves the Satellite Symposia programme, based on the present rules, each party will be entitled to cancel the Satellite Symposia booking as if it was a cancellation.

CATERING

Organising companies are allowed to host F&B receptions for participants for a maximum of 30 minutes prior to the start of the symposium. For catering needs, please contact the official catering partner directly.

PRINTED MATERIALS AND SIGNAGE

The sponsor is permitted to produce printed matter (posters, programme, abstracts or proceedings). This material must be submitted for approval to the organiser at the latest 4 weeks before the start of ILC and must mention.

‘Integrated Symposium of The International Liver Congress™ 2019, 54th Annual Meeting of the European Association for the Study of the Liver.’

The sponsor is responsible for obtaining the speakers’ prior authorization to publish the content of the presentation. Post-congress publications (print or electronic) are subject to the same rule. Printed matter can be mailed in advance and/or distributed at the sponsor’s exhibition booth, at the entrance of the lecture hall 30 minutes before the symposium, and in the sponsor’s assigned hotel. A sign with the title of the symposium and the logo of the sponsoring company at the lectern (Chair’s table) is permitted.

SYMPOSIA HALLS AND CAPACITY

Symposia halls are assigned by the organisers according to the number of attendees expected by the company hosting the Symposia, and to the ballot that took place at the last business meeting.

Please note that all conference rooms will be set-up in theatre style.

ACCESS TO LECTURE HALLS

You will only have access to your lecture hall 30 minutes before the start of your Satellite Symposium. For any special requests or for additional set-up time please contact ILC.Industry@easloffice.eu.

DELEGATE ACCESS

Only registered Congress delegates are entitled to access Symposia. Each Symposium organiser is responsible for controlling the access to their session and for restricting the access for competitors’ staff if they wish.

EXHIBITOR ACCESS

All company employees with an exhibitor badge will be granted access to the company Satellite Symposium.

SYMPOSIA INFORMATION BOARD

The organisers will display the Industry Symposia programme on a panel in the congress venue for the duration of the event.

SIGNAGE IN FRONT OF ROOMS

Digital signage will be provided by the congress organiser. Additional signage by the Symposium organisers is **NOT** allowed.

PROMOTION MATERIAL

It is the sponsor's responsibility to remove flyers, banners or other promotional material that was not distributed during the symposium.

RULES FOR ANCILLARY MEETINGS AND BLACKOUT TIMES

1. Commercial company events may not be held during the following restricted times:

Wednesday Not allowed
Thursday 07.00 - 20.30
Friday 07.30 - 20.30
Saturday 07.30 - 20.00
Sunday 08.00 - 14.30

2. All restricted times are reserved for EASL programs, meetings, and functions.
3. EASL provides commercial companies the right to hold company staff meetings, symposium slide previews involving company staff and invited speakers only, and clinical trial investigator meetings, provided that attendance is restricted to a limited number of investigators (less than 75) within the daily schedule of the International Liver Congress[™]. Should the meetings involve a large number of investigators commercial companies are required to hold these outside the scheduled hours of the congress.
4. Any meetings above 75 people (all included) are required to go through the EASL scientific approval process. Any decisions regarding programme approval by EASL is final. Appeals should be made in writing via the International Liver Congress[™] secretariat. Any meeting that has not received prior approval from EASL taking place in the venue or in the neighbouring area is not permitted.

RULES FOR INDUSTRY/STUDY SPONSORS

Industry-sponsored press events can be organised to coincide with The International Liver Congress[™] but should not conflict with the timing of the official scientific programme or the Official Press Conference organised by EASL and must adhere to the EASL media embargo rules outlined before.

Press events or media briefings by the industry are only allowed within the congress venue during the duration of The International Liver Congress[™] if booked through EASL's official Press Office. One room is available to be booked via EASL's Press Office to industry partners for press events; otherwise, the industry will need to find alternative solutions and arrangements outside the congress center for media needs.

Industry press packs and/or promotional material can only be displayed in the dedicated area clearly marked 'Industry Media Information', situated outside the EASL Media Centre. Material placed in other locations around the congress centre will be removed.

Industry events and press materials cannot use official EASL and The International Liver Congress[™] logos on any media materials or display signs. Media lists or lists of media attendees from former International Liver Congresses[™] and events are not made available to the industry or their communications representatives.

EMBARGO POLICY (SUBJECT TO CHANGE)

The International Liver Congress[™] 2019 abstracts (title, authors, and institution names) will be made publicly available on the congress website two weeks in advance of the congress. A large number of these abstracts will also have their corresponding data sets made available online and these abstracts are NOT under embargo.

A small number of abstracts are to be selected and retained for use during official EASL Press Office activities and/or in official EASL Press Office materials, and data sets related to their presentation will be under embargo until the date and time stipulated by the EASL office. The exact time and date that these abstracts will be made publicly available will be posted on the congress website in the weeks preceding the International Liver Congress[™].

The industry may issue a press release announcing that their abstract has been selected for inclusion in official EASL Press Office activity or in official EASL Press Office materials (abstract title only) after approval by EASL. Industry must not issue press releases, even under embargo, covering the data contained in abstracts selected to be highlighted during official EASL Press Office activities or in official EASL Press Office materials until the individual embargo for each data set lifts.

Sponsors and exhibitors must not disclose of the data contained in abstracts selected to be highlighted during official EASL Press Office activities or in official EASL Press Office materials until the individual embargo for each data set lifts.

Journalists, industry, investigators and/or study sponsors must abide by the embargo times set by EASL. Violation of the embargo will be taken seriously. Individuals and/or sponsors who violate EASL's embargo policies may face sanctions relating to current and future abstract submissions, presentations, and visibility at EASL Congresses. EASL is at liberty to ban attendance and/or retract data.

Copyright for abstracts (both oral and poster) on the website and as made available during The International Liver Congress[™] 2019 shall reside with the respective authors. No reproduction, re-use or transcription for any commercial purpose or use of the content is permitted without the written permission of the authors. Permission for re-use must be obtained directly from the author.

PRESS / MEDIA RULES FOR INDUSTRY

Industry-sponsored press events can be organised to coincide with the International Liver Congress[™] but should not, however, conflict with the timing of the official scientific programme or the Official Press Conference organised by EASL and must adhere to the EASL media embargo rules outlined before.

Press events or media briefings by the industry are only allowed within the congress venue during the duration of the International Liver Congress[™] if booked through EASL's official Press Office. One room is available to be booked via EASL's Press Office to industry partners for press events; otherwise, the industry will need to find alternative solutions and arrangements outside of the official venue for media needs.

Industry press packs and/or promotional material can only be displayed in the dedicated area clearly marked 'Industry Media Information', situated outside the EASL Media center. Material placed in other locations around the congress center will be removed.

Industry events and press materials cannot use official EASL and The International Liver Congress[™] logos on any media materials or display signs. Media lists or lists of media attendees from former International Liver Congresses and events are not made available to the industry or their communications representatives.

PHOTOGRAPHS, AUDIO, AND VIDEO RECORDING

Photographs, as well as audio and video recordings, are not permitted at the EASL official meeting sessions. This regulation does not apply to industry-sponsored satellite symposia or stands in the exhibition area (exhibitors may only take pictures of their own stands for documentation purposes). Photography and filming will be allowed during official EASL press events.

PRESS REGISTRATION

Press may register for The International Liver Congress[™] free of charge. In order to validate media registration, the congress organisers request proof of the journalist's professional affiliation.