**BY EMAIL**
European Society of Cardiology
Attn Ms A. Delmas

Date : December 13th 2019
Subject : ESC Congress 2020, Amsterdam, 29 August-2 September 2020

Dear Ms Delmas,

Herewith we confirm our understanding regarding the compatibility of the ESC Congress 2020, 29th of August - 2nd of September 2020 in the Amsterdam RAI Exhibition and Convention Centre (hereafter Congress) with the Dutch regulation on pharmaceutical advertising.

The Congress is primarily aimed at the healthcare professionals. It only offers scientific sessions, no sessions for the general public. The attendants are mainly medical professionals that are qualified to prescribe and/or supply prescription medicines. Nurses and other professionals without this qualification have an interest to attend the scientific sessions of the Congress. We agree on the interest that these professionals have access to the information regarding medicinal products.

We herewith confirm that under these circumstances, the regulation on pharmaceutical advertising does not restrict non-prescribing professionals to have access to the exhibition space area where pharmaceutical companies promote their products. It is not necessary to ban them, nor to put barriers around the area where pharmaceutical companies exhibit their products. The fact that non-prescribing professionals attend your congress (primarily aimed at prescribing professionals) does not make the advertising of medicinal products in the exhibition space “public advertising” as long as these advertisements are not specifically aimed at non-prescribing professionals. The same applies to advertisements in the conference materials, provided to the delegates.

It is however important that pharmaceutical companies can identify non-prescribing professionals when they interact with them. Pharmaceutical companies are aware that they can inform non-prescribing professionals about their products, but that they cannot promote them. A simple identification of non-prescribers will help pharmaceutical companies to select the materials they can provide to these professionals in their interaction (which also applies to industry (satellite) symposia).

According to the working arrangements we have with the Dutch Inspectorate of Health, it is our competence to develop standards how to comply with the regulation on pharmaceutical advertising. We develop these standards in mutual harmonisation. The Inspectorate respects

our assessment of a proposed operation (like the Congress). Therefore, you can use this confirmation as an official assurance to the industry sponsors how the regulation on pharmaceutical advertising will be applied in relation to the Congress in Amsterdam. Further, we are prepared to support you with your explanations to sponsors and participants regarding the advertising rules according to the European Directive on medicinal products and Dutch medicines Act.

For any further explanation, please do not hesitate to contact us.

Kind regards,

Janine Galjaard
CGR