

Art. 34, 54 and 55 of UEMS 2012/30

Instructions regarding event material such as announcements, posters, programme booklets, websites, website programmes, etc.

INDUSTRIAL SPONSORS

Art. 33 of UEMS 2012/30

All educational material must be free of any form of advertising and any form of bias.

The EACCME® will reject any application that, in its opinion, includes advertising of any product or company directly related to any educational material (essential criterion).

Art. 34 of UEMS 2012/30

Specific examples that will lead to automatic rejection of an application include: the use of a sponsor's name in the title of the scientific programme, a scientific session or a scientific lecture; the display of brand names and/or individual logos in scientific lectures or in the scientific programme. The EACCME® will accept a single page acknowledgement, in the scientific programme, where all sponsors are recognised for their support of the LEE and programmes that include the names of satellite symposia only if they are clearly identified as industry sponsored. All advertising components (including the listing of exhibitors) must be clearly separated and distinguished from the scientific/educational components of the programme and identified as such.

1. Programme booklet

Adverts and names of companies must not appear next to scientific and educational information. The booklet should be divided into two parts:

I. A first section for all the scientific/educational information, such as:

- President's foreword, invitation, scope of the event, scientific/organising committees, list of faculty, programme overview, scientific programme etc.
- Within the scientific programme and overview, sponsored symposia **must be identified** as such, but the names of the sponsors must not be mentioned, neither the details such as title, speakers, etc. You therefore indicate them with a formula such as "industry-sponsored symposium";
- Within this first "scientific" section, must not appear adverts, acknowledgements of sponsors etc.

II. A second section for all the other information, such as:

- Registration, venue, etc.
- Acknowledgement of sponsors, where the names and logos of sponsors may appear;
- (detailed) list of sponsored sessions, with the titles, speakers, names and logos of sponsors;
- Advertisement from industry.

Industry names/logos may also not appear in the vicinity of the EACCME accreditation statement.

Sponsors' names and logos may not appear on the front cover of the programme.

Commercial adverts may not be printed inside the first section (scientific/educational information section) of the programme book and on the second (inside front cover) page of the programme/event book. Adverts may be printed on the inside and outside back cover pages, however.

2. Website

The same principle applies, whereby industry names/logos may not appear alongside scientific/educational information. In this respect:

- I. All versions of the programme (pdf and other "uploads", as well as programmes as webpages) must respect the rules above;
- II. Sponsors' names and logos, as well as adverts from industry, may not appear on the home page, on all the pages with scientific/educational information, and ideally should be placed under a separate tab dedicated to sponsors; again, do not have commercial logos where you will place the EACCME accreditation statement.

ACCREDITATION STATEMENT AND UEMS LOGO

1. Art. 54

Until confirmation of accreditation has been sent to the Provider, the only permissible statement that can be made by the Provider on material related to the LEE is "An application has been made to the EACCME® for CME accreditation of this event". The use of any statement by the Provider that suggests that accreditation has been granted, or has been provisionally granted, will result in automatic rejection of the application. (Art. 54 of UEMS 2012/30)

It is therefore not allowed to mention, on the event's material, that previous editions of an event/other events provided by the same Provider have been accredited by EACCME and the number of ECMECs granted for these events; nor is it allowed to mention the expected number of ECMECs for the event being submitted.

2. Art. 55

Confirmation of accreditation of the LEE by the EACCME® will permit the Provider to use a statement to this effect (prepared by the EACCME®) on and within the material. This will be confirmed on the EACCME® website, where the maximum number of ECMECs (as one ECMEC per hour of education) will be stated. Only after confirmation of accreditation has been made can the Provider use the UEMS and EACCME® logos on material related to the LEE. Any unauthorised use of these logos will result in action being taken by the UEMS (Art. 44 of UEMS 2012/30)

The UEMS – EACCME® logo is a service mark of the European Union of Medical Specialists – European Accreditation Council for CME.

This service mark may be used publicly only with the permission of the UEMS – EACCME®.

The logo may only be used in conjunction with, and in proximity to, the EACCME® accreditation statement.

The logo cannot be used in notices, advertising, or promotion of activities other than in association with the EACCME® accreditation statement.