



# Checklist

**For reporting purchase of an exhibition stand**

## **Checklist for reporting a purchase of an exhibition stand**

The purpose of this document is to help users who are unsure which consideration must be made and which documents must be sent when reporting activities to ENLI. This document is structured so you only need to read this page. If you need a more detailed checklist, we recommend reading the subsequent appendices (appendices A to D).

It is emphasized that the following checklist is not exhaustive, but is only intended as a help, where ENLI has included the most frequently issues ENLI has received. Please remember that it is important that the information in this checklist always is compared with the information in ENLI's Guidance to the Promotion Code.

### **DOCUMENTS THAT MUST BE UPLOADED TO ENLI**

- The programme of the event
- Contract/agreement for the purchase of the exhibition stand, containing information on:
  - The size of the exhibition stand (m<sup>2</sup>)
  - The total cost of the exhibition stand
  - Price per square metre
  - Location of the exhibition stand (separate from the professional event)
  - Number of participants if the price pr. square metre is more than 2.000 DKK.
- If special considerations have been made in connection to programme, venue, transport, catering, accommodation etc., it is recommended to disclose the considerations in the report to ENLI e.g., in an attached word document.
- The event must be reported to ENLI at least 10 working days before the opening day of an event.
  - For further information regarding how to calculate the deadline – please see appendix D.

It is important to ensure that all relevant information and documents are submitted in the report to ENLI, as it is not possible to change the reported information to avoid a sanction, if the material has been selected for a random check, cf. The Promotion Code Sec. 21.4.

For information on how to report activities to ENLI, please refer to ENLI's Guidance on reporting an activity to ENLI available at [www.enli.dk/en](http://www.enli.dk/en)

Prior to purchase of an exhibition stand, the following questions can be helpful to assess:

- Is the exhibition area separate from the professional event?
- Is the exhibition area accessible to the public?
- Is the programme predominantly professional?
- Does the price for the exhibition stand include other items than the exhibition stand and possibly administration fee to the organiser? (e.g., registration fee, meals, logo in the programme, administration fee to an external party)
- Is the price for the exhibition stand comply with ordinary market value?
- Is the price per square metre comply with ENLI's general rule: 2.000 DKK for a full-day event in a rented, external location and with approximately 50-80 participants?
- Does the price per square meter exceed the ordinary market value, so the purchase instead must be considered as a sponsorship (where purchase of an exhibition stand is included in the sponsorship) to the organiser?

## **Appendix A – Considerations regarding purchase of an exhibition stand**

When buying an exhibition stand, the pharmaceutical company must ensure the following:

### **1. Separation**

- The exhibition stands are located separately from the professional event.
  - Meaning that there must be no exhibition/promotion in the same area where the professional event is taking place.
  - If there are other than healthcare professionals who have access to the exhibition area (e.g., patient organisations), prescription medicine must not be promoted.

### **2. Programme**

- The programme is predominantly professional.
  - Meaning that more than half of the programme meets the criteria on professionalism in Sec. 13.01 of the Promotion Code.
  - During breaks, where there is access to the exhibition area, half the break is considered professional (if one hour is set aside for a (coffee)break with access to the exhibition area, 30 minutes are counted as professional),
  - When purchasing an exhibition stand, it is not required that the other conditions in Sec. 13.03-13.13, are complied with, including e.g., the rules regarding venues.

Examples on assessment of the criteria on professionalism – please see appendix B below.

### **3. Price**

- The price for the add/exhibition booth must not exceed regular market value.
- As a rule of thumb, it can be reckoned that a square metre price of DKK 2,000 for a whole-day event in a rented, external location with about 50-80 delegates is acceptable.
- A higher price per square meter is accepted if the event (and the exhibition stand) lasts several days and/or more than 80 participants are expected.
  - It is not possible to multiply the price per square meter by the number of days. This means that a price per square meter on 4.000 DKK for an event with 80 participants for two days may be considered as a purchase exceeding regular market value and the purchase will instead be considered as a sponsorship (where the purchase of exhibition stand is included in the sponsorship) to the organiser.
- When estimating the price for an exhibition stand per square metre, the price per sqm. is inclusive VAT and administrations fee to the organiser.
- The following is not included in the price per square metre.
  - External administration fee (i.e., the fee is not paid to the organiser)
  - Registration fee for the event of the company's employees on the exhibition stand
  - Any cost of catering for the company's employees at the exhibition stand
  - Cost of logo in programme
- If the price for promotion/exhibition stand exceeds regular market value, the purchase must instead be considered as a sponsorship (which includes the purchase of the exhibition stand) to the organiser, which entails compliance with the entire Art. 13 of the Promotion Code.

For examples on prices for purchase of an exhibition stand – please see appendix C below.

In connection with the purchase of an exhibition stand, it is not allowed to:

- Provide catering or distribute pens, writing pads etc. at the exhibitions stand as this would be in breach of the ban on gifts in Art. 12 of the Promotion Code.
- Participate in the organisation of competitions on the exhibition area.
  - Meaning that the companies cannot contribute questions/answers to the organiser's competition and questions/answers may not be placed as part of the companies' exhibition stands.
  - An interactive display at an exhibition with questions about the pharmaceutical company's medicine is not in itself a competition, because the purpose will be a more engaging form of knowledge sharing of scientific information. This is of course assuming no prizes are awarded.

For further information, please refer to Art. 18 in the Guidance to the Promotion Code.

## Appendix B - Programme

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

**Event:** Annual meeting for a medical society

**Date of event:** The 17<sup>th</sup> of April to the 19<sup>th</sup> of April

**Number of participants:** 120 doctors

**Location:** Bella Center

**Exhibition booth:** 3 square metres

**Placement:** The exhibition stand is separated from the professional event

**Price:** The price for the exhibition stand does not exceed regular market value

### 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 is not in accordance 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 min.)	(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 C - Price

Below are three different examples of exhibition stand purchases. Example 1 and 2 meets the criteria in Art. 18 in the Promotion Code. In example 3, Art. 18 in the Promotion Code is not complied with, as the price for the purchase of the exhibition stand exceeds regular market value and instead must be considered as a sponsorship.

**Event:** Annual meeting for a medical society

**Date of event:** The 17<sup>th</sup> of April 2023 to the 19<sup>th</sup> of April

**Number of participants:** 120 doctors

**Location:** Bella Center

**Exhibition booth:** 3 square metres

**Placement:** The exhibition stand is separated from the professional event

**Price:** The price for the exhibition stand does not exceed regular market value

### Example 1

DKK 6.000    Exhibition stand, 3 square metres

DKK 2.000    Administration fee for organiser

DKK 3.000    Logo in programme

DKK 11.000    Total

Total price: 11.000 DKK incl. VAT

Price per square metre: 2.667 DKK incl. VAT ((6.000 kr./stand + 2.000 kr./administration fee): 3sqm.)

A higher price per square metre than the starting price of DKK 2,000 per sqm. is accepted, as the event is held over two days (and not just one day) and the organiser expects 120 participants (i.e. more than 80 participants).

**Example 2**

DKK 6.000	Exhibition stand, 3 square metres
DKK 2.000	2 x registration fee of 2.000 kr. for the event for two employees at the stand
DKK 4.000	Catering for the company's two employees at the stand x 3 days
DKK 2.000	Administrations fee for an external party (fee not paid to the organiser)
DKK 3.000	<u>Logo in programme</u>
DKK 17.000	Total

Total price: 17.000 DKK incl. VAT

Price per square metre: 2.000 DKK incl. VAT (6.000 kr./stand: 3 sqm.)

This is a purchase of an exhibition stand in accordance with Art. 18 in the Promotion Code as the price reflect regular market value, cf. Art. 18 in the Guidance to the Promotion Code.

**Example 3**

DKK 12.000	Exhibition stand, 2 square metres
DKK 3.000	2 x registration fee á 1.500 DKK. to the event for the company's two employees at the stand
DKK 2.000	Catering for two employees of the company at the stand x 3 days
DKK 3.000	<u>Logo in programme</u>
DKK 20.000	Total

Total price: 20.000 DKK Incl. VAT

Price per square metre: 6.000 DKK incl. VAT (12.000 DKK/stand: 2 sqm.)

When reporting to ENLI, the activity has to be reported as a sponsorship where, besides programme and contract, a budget for the event has to be included as well.

In this example, it is no longer just a question of buying an exhibition stand, as the price of 6,000 DKK is not regular market value. As the price per square metre (6,000 DKK) is higher than the market value, the purchase is instead a sponsorship. Therefore, it must be ensured that the entire Art. 13 of the Promotion Code is complied with, including venue and catering costs. Reporting to ENLI, the activity must be declared as a sponsorship, where, in addition to submitting the programme and contract, a budget for the event must be submitted as well.



## Appendix D – Deadline for reporting to ENLI

Purchase of an exhibition stand must be reported to ENLI no later than 10 working days before the opening of an event.

This means that if the event takes place from the 17<sup>th</sup> of April to the 19<sup>th</sup> of April, the activity must be reported to ENLI on [www.enli.dk](http://www.enli.dk) no later than the 29<sup>th</sup> of March.

The following calculation has been made to calculate the report deadline in relation to the above example:

Wednesday the 29 <sup>th</sup> of March	Last day possible of reporting to ENLI 1
Tuesday the 30 <sup>th</sup> of March	2
Friday the 31 <sup>st</sup> of March	3
Saturday the 1 <sup>st</sup> of April	Weekend
Sunday the 2 <sup>nd</sup> of April	Weekend
Monday the 3 <sup>rd</sup> of April	4
Tuesday the 4 <sup>th</sup> of April	5
Wednesday the 5 <sup>th</sup> of April	6
Thursday the 6 <sup>th</sup> of April	Maundy Thursday
Friday the 7 <sup>th</sup> of April	Good Friday
Saturday the 8 <sup>th</sup> of April	Weekend
Sunday the 9 <sup>th</sup> of April	Easter
Monday the 10 <sup>th</sup> of April	Easter Monday
Tuesday the 11 <sup>th</sup> of April	7
Wednesday the 12 <sup>th</sup> of April	8
Thursday the 13 <sup>th</sup> of April	9
Friday the 14 <sup>th</sup> of April	10
Saturday the 15 <sup>th</sup> of April	Weekend
Sunday the 16 <sup>th</sup> of April	Weekend
Monday the 17 <sup>th</sup> of April	Event – day one
Tuesday the 18 <sup>th</sup> of April	Event – day two
Wednesday the 19 <sup>th</sup> of April	Event – day three

For further information regarding the deadline of reporting, please refer to Sec. 21.05 in the Guidance to the Promotion Code.