



De forskande
läkemedelsföretagen

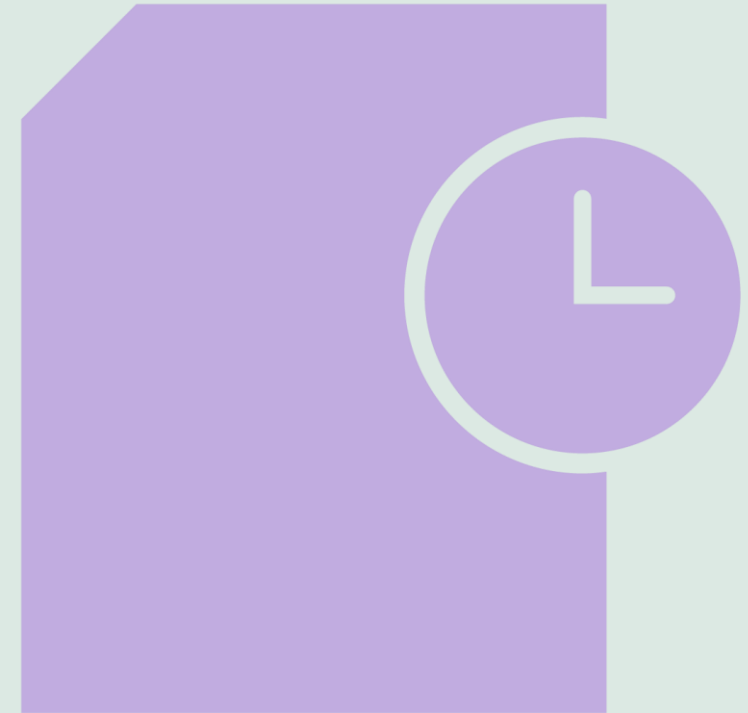
Guidance for Congresses and Meetings in Sweden

Version 1.0

August 2026

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Sponsorship in Sweden

- Approved by e4Ethics/CVS if:
 - In Sweden (applies for Europe)
 - HCPs from more than 5 countries and at least 500 participants
- Detailed budget need to be sent to companies sponsoring the meeting (exception for larger international congresses).
- In Sweden it needs to be a sponsorship of the meeting, to only buy a space for an exhibition stand is not an option (exception for larger international congresses).
- Agenda where most of the content is scientific.
- Benefit where the fair market value is in line with the value of the sponsorship e.g., exhibition booth, an agenda item, a logo in the invitation or program, etc.
- The sponsorship from the industry must not exceed the costs that are acceptable to sponsor, i.e., the budget must break even. If the organizer is a third party that is not an HCO then the budget may include a fee for the organiser, and the meeting may generate a surplus.

Location and venue

- The choice of location and venue for the event must be reasonable in relation to the purpose of the event.
- Avoid in-season leisure resorts and places known for exclusivity. For example, Åre during ski season.
- Lif's Compliance Officer can advice on suitable locations.



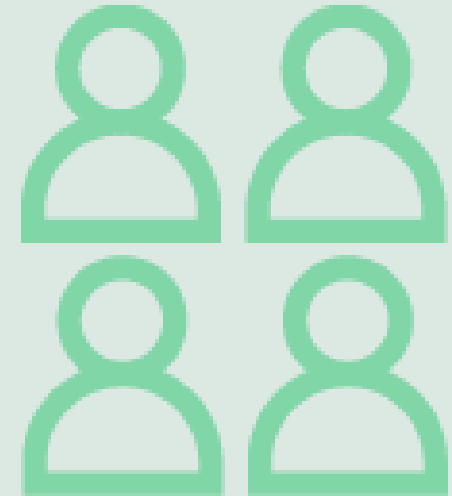
Hospitality

- **Basic rule:** Industry may not promise or offer benefits or remuneration that violate the ethical rule
- **Meals:** ok to offer a moderate meal in connection with the meeting, but not in digital meetings.
- **Meal limits by Lif (incl. VAT and drinks)**
 - Lunch: SEK 350
 - Dinner: SEK 950
 - No limits for coffee and some biscuits – but need to be reasonable and moderate
 - scorecard-meals-and-drinks (EFPIA website)
- **Alcohol** can only be served in connection with meals and **moderately**. No spirits. are allowed and non-alcoholic alternatives should always be available.

Hospitality

cont.

- **Social activities**
 - Must not be financed by the pharmaceutical companies.
 - Exemption can be for simple social activity when it cannot be considered arranged (not organized, requested or sponsored) by pharmaceutical companies
 - For example, soft piano music playing in the background during dinner.
- **An accompanying person** is not permitted unless required for medical reasons



Delegates and access to exhibition area

- **Exhibition area where prescription-only medicines are marketed.**
 - The public are not allowed to access the area
 - HCPs are allowed access to the area – a sign with “Access only for HCPs” is recommended
- **Healthcare Professional (HCP):**
 - Any natural person that is a member of the medical, dental, pharmacy or nursing professions or any other person who, in the course of his/her professional activities, may prescribe, purchase, supply, recommend or administer a Medicinal Product.

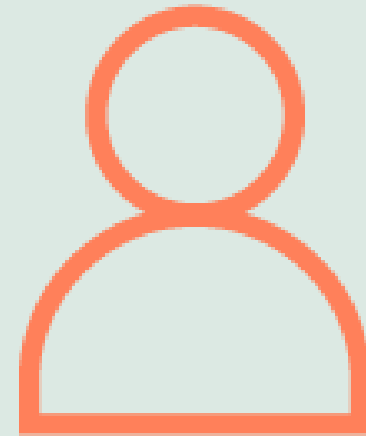


Satellite Symposium

- The determination of whether a symposium is scientific or commercial depends on an overall assessment of the content and tone of the presentation.
- If the invitation to the symposium is sent out by the company, it need to follow the ethical rules for Sweden (LER) regarding content and the regular process for invitations
 - Agenda
 - Time & place
 - Target group
 - Send the invitation to the target group, principal and pharmaceutical committees
 - The invitation also need to be sent to Information Examiner Committee (IGN*, only applies for promotional symposiums)

Exhibition stand - hospitality

- Do not distribute pens, notepads or other give aways. Give aways are prohibited.
- Non-alcoholic beverages such as tea, coffee, juice and water can be served.
- Barista in a larger congress/meeting where it would be suitable is ok.
- Limited quantities of sweets, biscuits or fruit is ok.
- Hot dogs, ice cream, popcorn, etc. should not be provided at an exhibition stand.
- No entertainment or social event



Exhibition stand- content

- A separate booth for medical and commercial is recommended if you want to share information about the pipeline and disease areas in R&D.
- The information must be factual, balanced, and relevant to the target audience.
- It should be acceptable to display a pipeline overview if it is presented in the scientific section of the exhibition stand and is clearly separated from promotional items.
 - The overview should be very brief and general, limited to information such as development phase, number of products, disease area/indication, substance name. However, the information must not give the impression of pre-launch product marketing.



Requirements for promotional materials

- The product need to be approved by EMA before marketing
 - Sweden do not have any exception to promote if it is approved for marketing by another authority than EMA (even if it is an international congress).
- Shall contain truthful, objective, meaningful, and balanced information that, to the necessary extent, concerns both the positive and negative properties of the medicinal products.
- Statement that registration conditions may differ internationally.



Approved by EMA

Requirements for promotional materials

cont.

- A mandatory copy of the promotional material must be sent to the Information Examiner Committee (IGN)
 - Should be done within a reasonable time after the material has been put into use, but no later than within three months
 - E-mail: pliktexemplar@lif.se
 - If the material violates the Ethical code of Sweden (LER), IGN will reach out to the contact person of the company for Sweden and initiate a case (can also include non-members of Lif).

Key messages

Sponsorship and venue choices — Need to ensure that sponsorship arrangements, meeting locations, and venue selection are appropriate and defensible under local standards.

Hospitality limits - support must remain reasonable, proportionate, and clearly linked to the professional purpose of the meeting. There are meal limits for Sweden.

Exhibition and access controls — specific rules for exhibition stands, delegate access, and activity in exhibition areas.

Promotional material — must comply with the Swedish code (LER), meaning that content, claims, and presentation are all subject to scrutiny. EMA approval is required.

Overall, the presentation serves as a guide for planning compliant medical meeting activities in Sweden and reducing legal or reputational risk.



