The Pharma Codex

In the European Union, there are specific rules for pharmaceutical advertising with which pre-conference organizers must comply. The regulations around pharmaceutical advertising are governed by EU Directive 2001/83/EC and implemented by the Dutch Foundation for the Code of Pharmaceutical Advertising. These rules were developed to serve as a code of conduct for self-regulation with regards to drug promotion. This code of conduct protects the general public, or non-prescribers, from unethical marketing.

Like core conference organizers, AIDS 2018 pre-conference organizers must comply with the regulations governing pharmaceutical advertising. There are three requirements for compliance:

1. **Presentations that include drug-specific information must be presented in a balanced and factual way.**

   As defined by the Dutch Foundation for the Code of Pharmaceutical Advertising, “balanced” means that complete information is given about all the relevant treatment options in an educational manner. Drugs should not be “promoted”, meaning that both positive and negative information must be provided in a neutral manner.

2. **Speakers must disclose their ties with commercial interests BEFORE their presentations.**

   There is a required format for the disclosure slide, which can be found here: [http://cgr.nl/en-GB/Medische-congressen/Format-of-disclosure](http://cgr.nl/en-GB/Medische-congressen/Format-of-disclosure).

3. **Chairpersons must be instructed to ensure that moderated discussions are facilitated factually and neutrally.**

   Instructions for chairpersons have been developed for AIDS 2018 core conference sessions. These instructions are shared with pre-conference organizers via email prior to the conference and distributed in the speaker centre, along with the outline of the satellite session.

It is the pre-conference organizer’s responsibility to ensure compliance with the code of conduct. An on-site auditor will be present at the conference. For a complete overview of the regulations, please visit the CGR website: [www.cgr.nl](http://www.cgr.nl).