

FAQ'S

Question 17

Items at conferences and exhibition stands - Can a pharmaceutical company put an interactive programme on an exhibition stand that requires an attendee to make a series of judgements and choices regarding a treatment pathway?

When would such a programme become a quiz, if it was not one already?

Bernice Grusd replies

- May be regarded as simply educational material, depending on its content it could also be considered to be a quiz and thus subject to the requirements relating to quizzes in Clause 19.4.
- Any assessment or evaluation of the delegates' decisions may mean that the interactive programme is a quiz.
- A quiz would be acceptable if it related to the subject matter of the meeting and formed part of the meeting's formal proceedings.
- Exhibition stands are not considered to be a formal part of a meeting's proceedings.