



The Business of Meetings: The Changing Face of Healthcare Exhibitions

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Content Leaders:

- Beth Stehley, VP Sales & Convention Services,
Greater Boston Convention & Visitors Bureau
 - Josh Haynie, National Sales Manager,
Freeman Washington National Office
 - Lori Marvel, Global Account Manager,
Starwood Hotels & Resorts Worldwide
 - Pam Ballinger, VP Meetings & Exhibits,
Association Headquarters Inc.

- Chris Brown, Moderator

**2009 Annual Meeting & Expo
Toronto, Canada**

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Resources

1. The Healthcare Convention & Exhibitors Association (HCEA) -- improving the effectiveness and quality of all healthcare conventions and congresses, medical meetings and healthcare exhibit marketing throughout the industry.

<http://www.hcea.org/> and http://www.hcea.org/info_guidelines.asp

2. The International Association of Exhibitions and Events™ (IAEE) represents the interests of tradeshow and exposition managers of the global exhibition industry.

<http://www.iaee.com/> and http://www.iaee.com/information__resources/industry_links

3. The Center for Exhibition Industry Research – an excellent location of current strategies, marketing, value-related and trade show industry papers

<http://www.ceir.org/> and http://www.ceir.org/find_research/instant_research

4. The Pharmaceutical Research and Manufacturers of America (PhRMA) prepared the marketing and promotion code of January, 2009

http://www.phrma.org/code_on_interactions_with_healthcare_professionals/

5. Advanced Medical Technology Association created the AdvaMed Code of Ethics on Interactions with Healthcare Professionals. This code covers education and training of healthcare professionals, as well as sales and promotion, gifts, consultancies, and reimbursement support for new medical technologies.

<http://www.advamed.org/MemberPortal/About/code/codeofethics.htm>

6. www.mass.gov and

<http://www.mass.gov/portal/index.jsp?pageID=mg2searchlanding&sid=massgov2&query=pharmaceutical+and+device+manufacturers>

State of Massachusetts resources regarding pharmaceutical and medical device manufacturer code

7. <http://www.bostonusa.com/plan/meetingplanners/pt/cityservicesinformation/pharma-law-guidebook?accor=1>

List of companies that have signed onto this code as of April 21, 2009

Pharmaceutical and medical device manufacturer code of conduct, or the marketing code of conduct