



News Release

Contacts:

Gayle Grifithe
gayle@grifithe.com

Dawn Swett
dawn@grifithe.com

949.713.6211

Marketech Study Reveals Real Impact of PhRMA Code Changes on Convention Marketing

*Research Unveiled at HCEA Annual Meeting Shows
Minimal Reduction in Visitation to Exhibits at Medical Meetings*

Westboro, Mass., June 17, 2009 – Recent changes to the PhRMA Code of Ethics has had a minimal impact on visitation to exhibits at medical meetings, according to findings from a new research study conducted by [Marketech](#). Study highlights were presented in a Marketech white paper – [“What’s the Real Impact of PhRMA Code Changes on Convention Marketing”](#) – distributed to attendees at the Healthcare Convention Exhibitors Association (HCEA) Annual Meeting in Tampa, Fla., this week.

The Marketech study was conducted in two phases to assess the impact of Code changes before and after they took effect. Among many findings, the research showed that of 550 study participants interviewed, more than 85 percent indicated changes in the PhRMA code have not impacted their visitation to exhibits at medical conventions. Based on these results, it is reasonable to presume the impact on exhibit visitation will also be minimal once changes to the AdvaMed Code of Ethics take effect.

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The Pharmaceutical Research and Manufacturers of America (PhRMA) originally developed its PhRMA Code on Interactions with Healthcare Professionals in July 2002. An updated version that prohibits the use of non-educational items – such as branded pens and coffee mugs – took effect on Jan. 1, 2009. The Advanced Medical Technology Association (AdvaMed) adopted a similar Code in 2003, which has also been updated to prohibit the use of non-educational items. The revised AdvaMed Code takes effect on July 1, 2009.

“Our study is good news for pharmaceutical and medical device exhibitors because it shows that convention attendees visit exhibits to stay abreast of changes in the marketplace,” said Marc Goldberg, founder and partner for Marketech. “Most convention attendees will continue to visit the exhibit hall, but we need to learn new ways to draw them into the exhibit now that we can’t use traditional promotional products as an attraction.”

About Marketech

Founded in 1985, Marketech, Inc. specializes in exhibit staff training, strategic exhibit marketing planning, measurement and consulting. Based in Westboro, Mass., Marketech offers a range of customized, timely and affordable on-site and computer-based programs that improve exhibiting performance and results. For more information, about visit www.marketech360.com.

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