

Canadian Advertising Guidelines

ADVERTISING ZONES GUIDELINES

ENDO has gained guidance from the PAAB (Pharmaceutical Advertising Advisory Board) on advertising zones considerations that pertain to advertising seen by registered meeting attendees or may inadvertently be seen by the general public to help assist ENDO 2027 exhibitors ensure their advertising materials comply with applicable Canadian laws, regulations, and advertising requirements.

The Metro Toronto Convention Centre (MTCC) is a public building in that commuters, tourists, and other members of the general public may pass through certain areas. However, access to designated areas may be restricted to ENDO 2027 meeting attendees through meeting security.

The Endocrine Society will offer guidance for sponsorship opportunities of which applicable MTCC advertising zone classification each may pertain to, so that exhibitors creative can be matched to the appropriate advertising standard and stay compliant with Canadian laws, regulations, and advertising requirements.

Placement Zones	Access Conditions	Recommended Treatment	Advertising Application by Zone
Attendee-restricted	North Building Level 300 (Halls A–C); South Building Levels 700–800 when access is controlled at the Level 600 escalators; other areas where ENDO implements meeting-security access control	May be treated as HCP/meeting space. Product-specific materials remain subject to applicable Canadian requirements and, where relevant, international meeting conditions. *	HCP/meeting advertising requirements may apply, subject to the product claims and any applicable international meeting conditions. *
Mixed-access	North Building Levels 100–200 and South Building Levels 500–600 unless ENDO implements access control; other convention-center areas through which commuters, tourists or other members of the public may pass	Apply the public-facing standard where the general public may inadvertently see the advertising.	Prescription-drug advertising generally cannot both identify the drug and state or imply its therapeutic use; unauthorized products/indications cannot be promoted publicly, although compliant corporate or disease-awareness messaging may be possible.
Public-facing	Airports, transit, billboards, building exteriors, billboards, and other locations outside the ENDO-controlled meeting advertising zone guidelines	Canadian public-facing advertising restrictions apply.	Prescription-drug advertising generally cannot both identify the drug and state or imply its therapeutic use; unauthorized products/indications cannot be promoted publicly, although compliant corporate or disease-awareness messaging may be possible.

***International meeting materials.** Advertisers should confirm that applicable Health Canada conditions are met, including meeting confines, authorization-status disclosure, and avoidance of targeting the Canadian public.

ENDO 2027 PROVISIONS

ENDO 2027 Provisions	ENDO Advertiser Requirement
Advertiser Compliance Representation	Advertiser must represent and warrant that its materials comply with applicable Canadian laws, regulations, and advertising requirements.
Regulatory Review/Preclearance	Advertiser must obtain any appropriate Canadian regulatory, legal, PAAB, or other advertising review for its products, claims, creative, and placement.
Product-status Responsibility	Advertiser is responsible for determining Canadian authorization/licensing status of its products, indication(s), and claims.
Advertising Zone Placement Responsibility	Advertiser is required to ensure that its creative is appropriate for the advertising zones assigned to the placement (attendee-restricted, mixed-access, or public-facing).
Documentation on Request	The Endocrine Society and/or A. Fassano & Company and, where applicable, any media vendor utilized has the right to request documentation of appropriate review or preclearance.
ENDO Rejection/Removal Rights	ENDO reserves the right to reject, require modification of, suspend, or remove materials that may be noncompliant or create regulatory, legal, or reputational risk.
No ENDO Regulatory Approval	The acceptance or placement of advertising does not constitute a representation or warranty by ENDO and/or A. Fassano & Company that the material complies with Canadian requirements.
Indemnification	Advertiser must defend and indemnify ENDO and/or A. Fassano & Company and appropriate affiliated parties against claims, penalties, losses, and expenses arising from the advertiser's materials, regulatory noncompliance, or breach of the agreement.
Media Vendor	If a media vendor is utilized, advertiser approval/participation does not itself constitute the sale or regulatory approval of a specific advertising placement; individual advertising arrangements are administered through the media vendor, subject to ENDO's standards and final meeting-control rights.
Advertising Disclaimer	The Endocrine Society does not endorse, guarantee, or assume responsibility for any claims, products, services, or statements made by sponsors or advertisers. The Endocrine Society reserves the right to reject, require modification of, suspend, or remove materials that may be noncompliant or create regulatory, legal, or reputational risk.

CANADIAN ADVERTISING RESOURCES

- Pharmaceutical Advertising Advisory Board (PAAB) — healthcare professional advertising preclearance and guidance. <https://www.paab.ca/>
- Health Canada — regulatory requirements for health-product advertising, including prescription drugs and medical devices. <https://www.canada.ca/en/health-canada/services/drugs-health-products/regulatory-requirements-advertising.html>
- Health Canada — legislative/regulatory provisions governing public prescription-drug advertising, including the restriction to drug name, price, and quantity. https://www.canada.ca/en/health-canada/services/drugs-health-products/regulatory-requirements-advertising/policies-guidance-documents/policy-distinction-between-advertising-activities/legislative-regulatory.html?utm_source=chatgpt.com
- Ad Standards — preclearance and advisory services, including consumer-directed prescription-drug and health-product advertising. <https://adstandards.ca/precleanance/advertising-precleanance/>
- CBSA International Events and Convention Services Program — advance registration and border/customs support for international meetings and trade shows. <https://www.cbsa-asfc.gc.ca/prog/iecp-pseic/menu-eng.html>
- CBSA International Event Registration — specific page for registering an international event and obtaining a recognition letter. <https://www.cbsa-asfc.gc.ca/prog/iecp-pseic/international-1-eng.html>