

## Advertising and Promotion for the Pharmaceutical, Medical Device, Biologics, and Veterinary Medicine Industries

SEPTEMBER 17, 2007

On September 17th and 18th, the Food and Drug Law Institute (FDLI) hosted approximately 300 attendees at its annual conference on "Advertising and Promotion for the Pharmaceutical, Medical Device, Biologics, and Veterinary Medicine Industries." The annual conference, one of the largest of its kind dedicated to advertising and promotional issues for FDA-regulated products, provides a forum for FDA and other government regulators, company officials and industry experts to share news, insights and analysis about legal, regulatory and policy developments regarding the promotion of pharmaceuticals and other products subject to FDA oversight. WilmerHale Partner Scott Lassman was a panelist at this event. Other panelists included Dr. Bruce Burlington, former Executive Vice President of Wyeth Pharmaceuticals and former head of FDA's Center for Devices and Radiological Health, and John Kamp, Executive Director of the Coalition for Healthcare Communication.

[READ MORE ABOUT THE EVENT](#)

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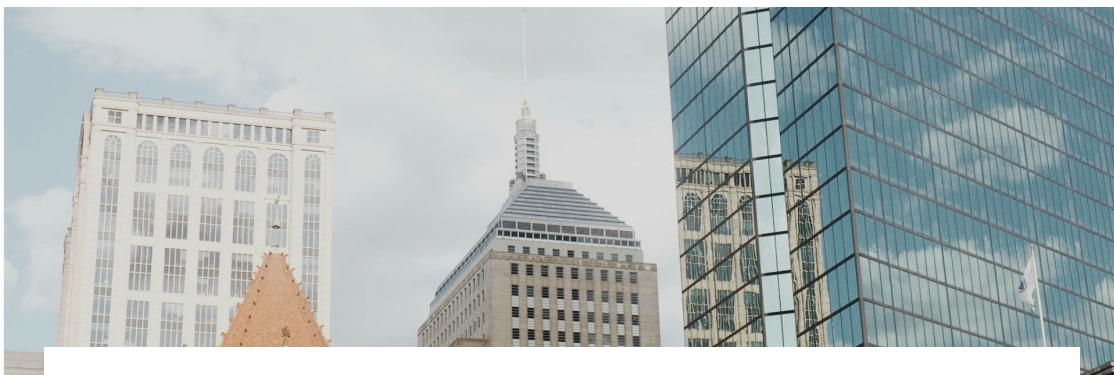
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