Educational events are designed to inform beneficiaries about Medicare Advantage, Prescription Drug, or other Medicare programs. Educational events:

• Must be advertised as educational

• Hosted in a public venue by the Plan/Part D sponsor or an outside entity

• May include communication activities and distribution of communication materials

• May answer beneficiary initiated questions

• May set up a future marketing appointment and distribute business cards and contact information for beneficiaries to initiate contact

• Must not include marketing or sales activities or distribution of marketing materials or enrollment forms

• May not conduct a marketing/sales event immediately following an educational event in the same general location (e.g., same hotel)