



EUROPEAN ACADEMY OF
DERMATOLOGY AND VENEREOLOGY

Press & Media Guidelines

26th EADV Congress
Geneva, Switzerland
13-17 September 2017

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The EADV Press office welcomes enquiries from media professionals interested in reporting on dermatology or venereology.

We have issued the following regulations to give everyone the same framework and opportunities to work in a professional and friendly environment. Since the target of media/press representatives differs from representatives commissioned by the exhibitors we have specified guidelines for each group.

We wish you an enjoyable and successful Congress!

EADV Press Office

If you have any press enquiries or questions regarding these guidelines, please contact:

P. Blaes
Senior EU Affairs and Media Coordinator

Phone: +32 (0)2 650 00 90

E-mail: pascale@eadv.org

I. Overall regulations

- Any Media outlet or Press representative (journalists, reporters, photographers, etc.) wishing to attend an EADV Event and/or to obtain official press releases from the EADV Press Office must adhere to the present EADV Press & Media Guidelines, Embargo Policy, and Filming/Photography/Recording Policy for Professionals.
- Anyone who violates the present EADV Press and Media Guidelines and the Embargo Policy will be penalised. The penalty may be immediate revocation of press credentials, ejection from the EADV Event and a denial of access to all EADV Events for two years. The EADV also reserves the right to pursue a legal case against anyone violating said documents.
- EADV and/or affiliated trademarks and logos are the full property of the EADV and/or affiliated organisations. They cannot be used, reproduced or associated with any article or press release without the EADV and its affiliated organisations' prior approval.
- Acceptance of the Press and Media Guidelines is assumed upon submitting a signed press registration form.
- Signing of the Embargo Policy is a prerequisite for the confirmation of a Press Registration (whether online or on-site).
- The EADV does not make its press database or registration lists available to anyone.

II. Practical Information

Press registration information

Registered press representatives will get a voucher via email (EADV registration office) and with this document they will print their badges at the self-printing machine.

EADV Press Kit

An EADV Press Kit will be distributed to all registered journalists and will be available in the Press Room (office 5 Upper level).

EADV Official Press Conference

The EADV Press Conference will take place on Friday 15 September at 9:00am in Room L Upper level. Access to the Press Conference is granted to all accredited journalists. More information will follow on the Congress website.

EADV Press Room

EADV will be providing a fully-equipped Press Room (computers with internet access, printer, media shelves), office 5 Upper level. The EADV Press Room is open only for registered press and speakers involved in the EADV press activities.

The working hours of the Press Room are the following:

Thursday, 14 September 2017	08:00 – 17:00 (CET)
Friday, 15 September 2017	08:00 – 17:00 (CET)
Saturday, 16 September 2017	08:00 – 17:00 (CET)
Sunday, 17 September 2017	08:00 – 12:00 (CET)

III. Guidelines for Press representatives/Journalists

1. Interview Room

Room L upper level can be used for interviews. The room is available on Thursday and Friday between 8am and 6pm apart from Friday 9am-11am (EADV Press Conference). This room is also available for Press Conferences organised by the Industry (more information on this below).

- No fee is charged for conducting an interview in the interview room.
- Maximum one hour per booking.
- The Interview room can be booked free of charge (maximum for 1 hour). To book the room contact P. Blaes (pascale@eadv.org) before the start of the Congress or an EADV staff member in the Press Room during the Congress.

2. Press registration

Press registration is required to attend any EADV Event and/or to obtain official press releases for these events from the EADV Press Office.

Press registration is open to any media outlet and/or its Press representative:

- Journalists/reporters
- Freelance journalists (must declare who they are representing)
- Online media
- Broadcast media (TV, radio)
- Editors
- Medical journals
- Newsletters
- Medical blogs

To register as a journalist (no fees) you need to submit the following documents:

- Press Registration form
- Scanned copy of your press card
- A letter of assignment
- Scanned and signed copy of the Embargo Policy

All these documents are available on the Press Page of the Congress website.

Freelance journalists: Freelance journalists, who cannot provide a letter of assignment, are required to submit a press card and one by-lined medical/health/science article published within the last year or coverage from the previous year's congress (if applicable).

Technical crews: Photographers or camera crew members accompanying approved media representatives can obtain a Press badge provided they fulfil the media registration form criteria but will not have access to embargoed material. It's necessary to indicate which journalists the technical crews will be accompanying (either on the registration form, email, or at the registration desk).

Media outlets and Press representatives can pre-register online (highly recommended) or register on-site upon presentation of the necessary supporting documents.

The EADV has the right to inspect the credentials of anyone registering as Press and reserves the right to refuse registration of any individual as press.

Media outlets or Press representatives may be required to provide samples of their work at any time.

Company, media outlet business cards or membership cards **are not** accepted as credentials.

The decision of the EADV Press Office is final regarding all press registration requests.

3. Access & Services

Press registration includes the following services:

- Access to scientific sessions
- Full press working area (the EADV will provide only basic catering in the Press Room - food corners are available inside the Congress venue)
- Access to the press conferences
- Use of the interview room
- Press Program
- Interviews arranged with EADV spokespersons and speakers, upon availability

Important: Following the Swiss regulations, the EADV will not allow registered Press to access the Exhibition, any Satellite Symposia and Meet-the-Experts (unless marked as "Open to all" in the industry program. Press representatives are registered as non-healthcare.

IV. Guidelines for Communication Agencies and Media invited by Exhibitors and/or the Industry

The EADV is pleased to welcome the press and media invited by the Exhibitors and/or the Industry at the meeting.

Important Note: Anyone registered as Press, will not have access to the Exhibition and the Satellite Symposia or Meet-The-Experts Sessions. If Exhibitors or Industry members wish to invite Journalists that will have access to the Exhibition and the Symposia, they need to register them as Industry Staff or Exhibitors. **No exception will be made on this rule.**

1. Press Kits

- Exhibitors may distribute press releases or press kits to the media in the Press Room (media stands available).
- Exhibitors are not permitted to distribute press materials outside of the Press Room in the Congress centre or in the hotels used by the EADV during the meeting.
- It is strictly forbidden to use the Press Room for any meetings or briefing sessions.
- Exhibitors are requested to not remove/collect any press packs belonging to any other industry press display exhibitors.
- Industry press exhibitors are requested to regularly visit their display, to renew materials in display area.
- Equally, industry press exhibitors are requested to organise the collection and/or disposal of their excess materials following the closure of the Congress.

2. Industry PR & Media-related Activities

Industry Press Conferences

- The Press Conference Room is the recommended venue for industry press briefings relevant to the Congress. Room L upper level can be used for this purpose.
- Decoration of the Press Conference room is a responsibility of the person requesting the room and can be done ONLY IF set up and dismantling times do not exceed the overall time of the booking. No decoration outside the room will be allowed.
- Catering can be organised in the Press Conference room. No catering may be set up outside the room. Alcohol may not be served during day-time events.
- Industry and their PR agencies must contact the catering provider directly (details available upon request). The EADV Press Office will not be involved in catering issues.
- There is a timeframe (maximum 30 minutes) before and after each booking to allow for decoration/catering set up & dismantling and audio/visual check.
- Industry and their PR agencies are responsible for respecting the booked slots. No overlap is authorised.

Room facilities

The Industry Press Conference Room accommodates an audience of 68 people in classroom style set-up.

All changes of set up style and IT needs must be confirmed in advance. We cannot guarantee the feasibility of any on-site requests. The following amenities are available in the room:

- Laptop
- Projector
- Projector screen
- 3 microphones
- Loudspeakers

Booking Allocation Procedure

To reserve the Press Conference Room and for information regarding **fees**, please contact the Exhibition and Sponsoring Department (exhibition@eadvcongress.org) before the beginning of the Congress.

Bookings are for one hour maximum excluding set up and dismantling times (see above).

In rare situations when two or more bookings are received at the same time and requesting the same booking slot, the EADV Press Office will refer to the Accrued Points System and each company’s points to date to resolve the issue. The company with the higher number of points will be given priority.

Communication & Promotion

- The Industry Press Conference schedule is made available in the EADV press area.
- The EADV does not make its press database or registration lists available to Industry.

Time slots

The Press Conference room is available the following dates and times:

Thursday 14 September 2017	8:00 – 18:00
Friday 15 September 2017	12:00 – 18:00

3. Important notes

The EADV does not issue press badges to:

- Exhibitors
- Industry/exhibitor press officers and their public relations consultants
- Industry/exhibitor event managers, marketing or communications representatives
- Publishers or a publication’s advertising, marketing, public relations or sales representatives

- Financial or business analysts
- Educational program developers (including CME writers and editors and those writing for its European equivalent)
- Trade media management personnel

All these individuals need to register as Industry Staff in order to have access to the Congress, Exhibition Space and all kinds of sessions.

The EADV has the right to inspect the credentials of anyone registering in the Press Office and reserves the right to refuse to register any individual as press.

V. Filming/Photography/Recording Policy (for Professionals) & other final provisions

Media outlets or press representatives who wish to film, take photos and/or record during the Congress have to respect the following rules and guidelines.

- Filming and photography are not allowed under any circumstances in the exhibition space. Filming and photography may be allowed in the scientific sessions with the approval of the EADV and the session's Chair and speakers. For the Satellite Symposia and Meet-The-Experts Sessions the approval of the organiser and all speakers is requested in addition to the EADV's. To request permission for video recording or photography for a session, please fill in the Filming Request Form and contact P. Blaes (details above).
- Filming and photography are allowed, without prior approval from the EADV, in the EADV Press Conference Room, Press Interview Room, Registration Area, Entrance Hall and outside the Entrance Hall.
- We kindly ask the cameramen and photographers to respect the privacy of the participants and avoid being intrusive.
- Any film/photo/recording shall only be used for information and communication purposes and must mention the source of the material.
- Transmissions, webcasts, videos, recordings, photos, etc. from an EADV Event are not allowed to carry the EADV trademarks or logos without the EADV's prior approval.

Exhibitors are prohibited from inviting outside photographers or videographers onto the exhibition floor to document their booth and/or their products or services.

Anyone with a video camera attempting to gain access to the exhibition floor will be denied entry. This includes non-registered staff from the exhibitor's company, local broadcast media, or public relations staff under contract with the exhibitor.

Exhibitors interested in photographing or videotaping their booth should work with the EADV's event photographer.

Media outlets and press representatives are expected to abide by the full EADV Media and Embargo Policy, including the Filming/Photography/Recording Policy, and to make sure that any member of staff or any third party acting on their behalf and/or under their authority, comply with the said EADV Media and Embargo Policy.

If a media outlet breaks the embargo, the press representative who released the information (cameraman, photographer, editor, etc.) will be held accountable and will be subjected to the penalties listed below. The organisation/media outlet that broke the embargo may also be penalised.

Breaking of any provision of the *EADV Photographing/Videotaping/Audio recording Policy* by any media outlet, press representative, member of staff or any third party acting on the behalf of and/or under the authority of any media outlet or press representative is a contractual breach that may lead to:

- Termination of the agreement given to any registered participant and their representatives to attend an EADV Event and/or to obtain press releases from the EADV Press Office
- Immediate suspension of the press representative's media credentials
- Immediate barring of the press representative from the Event premises
- Removal of the press representative's name and/or of its Media outlet from the EADV Press distribution list for up to one full year starting from the time of the *EADV Media and Embargo Policy* break
- No access for the press representative to any EADV Event for up to two full years starting from the time of the *EADV Media and Embargo Policy* break
- No access for any press representative of the media outlet to any EADV Event for up to two years starting from the time of the *EADV Photographing/Videotaping/Audio recording Policy* violation.

The EADV Press Office may communicate the *EADV Photographing/Videotaping/Audio recording Policy* violation sanction to its media lists and any other measure deemed appropriate to preserve EADV rights (or its members' rights) without prejudice to any claim for damages or other remedy by any third party.

The absence of termination of the agreement and/or of any sanction from the EADV does not constitute an approval of the media outlet or press representative misconduct and the EADV reserves the right to proceed to the said termination and/or sanction at any time.

Governing Law and Jurisdiction

All legal relationships between the parties relating to the scope hereof shall be governed solely by Swiss law.

In the event of any controversies arising from these General Terms and Conditions or related thereto or related to the Registration, inclusive of issues such as validity, nullity, violation or termination thereof, the parties involved shall first attempt to reach a settlement. Failing this within one month from the time when the controversy arose, the same shall be brought exclusively before the ordinary Court at the seat of EADV. At present the seat of EADV is in Lugano, Switzerland and the ordinary Court is therefore the “Pretura del Distretto di Lugano”, Lugano.