

GENERAL MEDIA REGULATIONS

All media outlets or press representatives attending any EB World Congress (EBWC) event must conduct themselves accordingly with the EBWC media and embargo policy. If the policy is violated, the responsible party and or person will be penalised; this may result in denied access to future EBWC events, immediate removal of press credentials, and eviction from the event. All EBWC affiliated logos must not be reproduced or associated with any press release, article, or social media post without prior written consent of the EBWC press office. The registration list and press database will not be available to third parties.

SPONSORS AND EXHIBITORS

All media regulations apply to sponsors, exhibitors, and their agencies before and after the Congress.

EB WORLD CONGRESS MEDIA AND EMBARGO POLICY FOR PRESS

Embargo

Upon completion of a media registration for any EB World Congress event, or accepting EBWC embargoed materials, journalists and/or press representatives and outlets acknowledge the embargoed information is for their use in preparing media coverage. Publishing or distributing the information while the embargo is in effect is strictly forbidden. Embargoed materials, including results and content related to sessions at any meeting or event organised by EBWC, are confidential and are prohibited from being disclosed in any manner or for any purpose prior to the lifting of the embargo by EBWC. Additionally, the EBWC Media and Embargo Policy applies to news releases which include embargoed information to be presented at EBWC events.

A violation of the EBWC embargo by any media outlet, press representative, member of staff, or any third party or person acting on their behalf, is a contractual breach. The person/entity who released the information will be held accountable and will be penalised accordingly.

Press Registration and Press Accreditation

The press registration is free and includes the following services (offered at EBWC events):

- access to scientific sessions, exhibition halls, press working areas, and press conferences
- use of interview rooms
- press material and interviews arranged with EBWC spokespersons, etc.

EB World Congress



Media Policy

To be eligible for press registration, press representatives must be directly involved in the creation of news content for media outlets, and meet these categories:

- journalists/reporters
- freelance journalists (upon presentation of letter of assignment)
- broadcast media (TV, radio)
- publicly available medical blogs

Journalists and media representatives can pre-register online, or register on-site upon presentation of a valid press card (or appropriate letter of assignment) plus three recent published bylined articles.

Industry members, along with public relations representatives or event management, media outlet managers, marketing, and sales or communication representatives will not be eligible for press registration even if they have a valid press card. Alternative registration options can be found on the event registration pages. Membership, company, or media outlets business cards will not be accepted as credentials.

Press representatives accredited by the EBWC benefit from a five-day press access to any EBWC event from 19-23 January 2020.

The EBWC Press Office reserves the right to withhold approval of press registration and press accreditation if the applicant does not satisfy the required criteria, or if the form is sent without the requested supporting documents. The decision of the EBWC Press Office is final regarding all press registration requests.

Photo/Video/Audio Recording Rules

Video or audio recording during a scientific presentation or session during an EBWC event is strictly prohibited.

Video recording or photography in the Exhibition Halls is strictly forbidden.

All approved press cameras require valid camera tags provided by the EBWC Press Office. Upon arrival, tags can be acquired at the Press Help Desk during EBWC Congress and must remain attached to the camera in order to be visible at all times.

Exhibitors are permitted to photograph or video their own stands or sponsored displays; however, they are not permitted to record or photograph other exhibitors.

EBWC's prior written approval must be given before the official EBWC trademark and/or logo is added to any videos, recordings, photographs, or written materials from an EBWC event.

In order to protect intellectual property, image and privacy rights, photos/recordings taken during an EBWC event are subject to EBWC's discretion. Additionally, if filming and sound equipment are used without permission, the violator(s) will be removed from the Congress.

Media Policy

At the start of each presentation, presenters must make the audience aware of any restrictions on photography of their work (e.g. data, slides, etc.). As the presenters are responsible for the content presented, it is his or her responsibility to announce any restrictions.

All EBWC event webcasts or video transmissions must comply with the EBWC Media and Embargo Policy. Only after the relevant scientific session can the content be published or posted online.

All photos and videos taken at an EBWC event must mention the said event (e.g. EB World Congress 2020). If relevant content is posted on social media, EBWC encourages publishers to tag the EBWC account using the handle, @EBWorldCongress and/or using the hashtag, #EBWorldCongress. Commercial use of images taken at EBWC events is strictly forbidden.

Sanctions may be enforced if a media outlet, press representative, or connected third party breaks the Photo/Video/Audio Recording Rules. This is a breach of contract of EBWC Media and Embargo Policy.

Revocation of Media Access

It is agreed that press representatives and media outlets are responsible for their actions during EBWC events, and for those of any third party acting on their behalf.

Consequently, in the event of a breach of the present EBWC Media and Embargo Policy, the EBWC reserves the right to terminate immediately, without notice and without prejudice to any claim for damages, the agreement given to any registered participant and their representatives to attend an EBWC event and/or to obtain official press material from the EBWC Press Office.

Furthermore, any violation of the EBWC Media and Embargo Policy is a contractual breach that may lead to:

- Immediate barring of the press representative from the event grounds
- Removal of the press representative and/or of its media outlet from the EBWC Press Office distribution list for two years or more starting from the time of the EBWC Media and Embargo Policy breach
- No access for the press representative to any EBWC event for two years or more
- The EBWC Press Office may announce the EBWC Media and Embargo Policy break and sanctions to its media lists
- And any other measure deemed appropriate to preserve EBWC rights (or member rights)

The EBWC reserves the right to bar from its events any registered media representative who attempts to obtain advertising or subscriptions from any exhibitor or registrant, who promotes the marketing objectives of a single company or institution, or who otherwise misuses media privileges to engage in activities other than journalistic pursuits.

The EBWC retains the right to terminate or sanction any misconduct from media outlets or press representatives at any time.

EB World Congress

Media Policy



If there are any questions or concerns, please contact the EBWC Press Office:
press@ebworldcongress.org