



# EULAR 2017

## PRESS RULES AND REGULATIONS

### 1. PURPOSE OF DOCUMENT

The purpose of this document is to enable effective cooperation between all press representatives and EULAR. It should establish mutual appreciation for all professional, ethical and legal aspects of reporting from the 'Annual European Congress of Rheumatology EULAR 2017' and provide guidelines on how to plan successful reporting from the event.

### 2. PREREQUISITES

#### REQUEST FOR PERMISSIONS

- Whenever the guideline states permission must be obtained, requests should be submitted **at least three weeks prior to the start of the congress**
- Requests received later than **Friday 2<sup>nd</sup> June**, may not be considered
- Permission requests should be addressed to either the EULAR Secretariat or the officially appointed EULAR Press Agency - see glossary for address details

#### COPYRIGHT OF PRESENTATION MATERIAL AT THE CONGRESS

- All material presented in the Scientific Programme is the intellectual property of the authors and all rights reside with them – it is vital that EULAR can reassure authors that their latest findings in science and research are best protected from unauthorised use and unwanted dissemination

#### PROTECTION OF INTELLECTUAL PROPERTY

- Recording of presented material (including filming or still photography) without proper authorisation by the holder of rights must be considered a violation of copyrights and will be prevented by the organisers of the congress
- All unauthorised recording of material will result in the intervention of EULAR mandated security personnel
- All registered media are permitted to record (including filming or still photography) during press conferences and interviews that are held within the confines of the official Press Area or other designated spaces. Please see section 9 for further details relating to filming and recording

### 3. EULAR ABSTRACT EMBARGO POLICY

**Accepted abstracts are published in a special supplement to the “Annals of Rheumatic Diseases – The EULAR Journal” at the congress (the “Abstract Book”). Approximately one month prior to the congress, the abstracts are made available on the EULAR website for the information of the delegates and media. Information contained in abstracts may not be released in any written communication until the embargo lifts at the start of the congress – Wednesday, 14 June 2017 at 00:01 CEST.**

Academic institutions, private organisations and companies, whose value may be influenced by information contained in an abstract, may issue a media alert or press release to coincide with the availability of the abstracts on the EULAR website.

**However, media alerts or press releases issued at this time before the embargo lifts are permitted only to state that an abstract has been accepted by EULAR and may only include the abstract title and author. All other information contained in or relating to the abstract or part of the fuller data presentation will be embargoed until 00:01 CEST on the opening day of the congress. It is permitted to link to the EULAR website in press releases, written editorial or social media but not to the abstract list or the abstract itself directly.**

The official publication of the abstracts are in *Annals of the Rheumatic Diseases* and are also included on the EULAR website, the EULAR Itinerary Planner and the EULAR Mobile App. Direct or indirect individual

publication of the abstracts will not be approved and may constitute a violation of the copyright and/or the EULAR embargo.

Violation of the embargo policy may result in the abstract being withdrawn from the congress and/or other measures deemed appropriate.

#### 4. CONFIDENTIALITY POLICY

Journalists may not use information provided under embargo to:

- Make the information public, or provide it to others who may make it public
- Publish the information, or provide it to others who may publish it
- Use the information for trading in the securities of any issues, or provide it to others who may use it for securities trading purposes

#### 5. OFFICIAL EULAR PRESS AGENCY

EULAR has mandated an official press agency to handle all press and media activities for the congress.

Please address any enquiries to:  
EULAR Press Office  
Cohn & Wolfe  
Lynton House  
7-12 Tavistock Square London  
WC1H 9LT  
UNITED KINGDOM

Phone: +44 (0) 20 7331 5442  
E-mail: [eularpressoffice@cohnwolfe.com](mailto:eularpressoffice@cohnwolfe.com)

#### 6. ELIGIBILITY REQUIREMENTS

All accreditation activity is handled by the officially appointed EULAR press agency Cohn & Wolfe. Press registration is conducted online via the EULAR website. A registration is required to attend the congress and/or to obtain the official press releases from the EULAR press agency.

Journalists employed by news organisations attending the meeting for the purpose of editorial coverage will be granted (complimentary) media accreditation. Journalists are required to submit appropriate media credentials as part of their registration application before approval is granted, including:

- A photocopy of official press credentials (if available)
- A letter of assignment from the media organisation being represented
- Two by-lined medical/health/science articles published within the last six months
- Coverage from the previous year's meeting (if applicable)

Business cards or membership cards from news media, communications, or writers' organisations are not sufficient to establish eligibility. Please note, confirmation of registration via the online portal, does not mean your registration is complete. Registration is not complete until the above media credentials have been supplied to the Press Office, and receipt has been confirmed. An email confirmation will be sent, and only then is approval complete.

Journalists who attended the EULAR 2016 Annual Congress (London, UK) and are requesting 2017 credentials for the same media outlet are required to submit coverage from the previous year's congress, but are not required to submit two recent by-lined articles.

Journalists must work exclusively for the media outlet for which they are credentialed by EULAR (please see exception under Freelance Journalists below). Journalists who use their media privileges to work for non-credentialed organisations will have their EULAR media privileges revoked for a period of one year.

Due to space and resource limitations, registration is limited to a maximum of three representatives per media outlet, unless otherwise noted.

Registered media are not eligible for Continuing Medical Education (CME) credit.

Companies or organisations producing publications, videos, and other products intended for marketing, advertising, financial analysis, or public relations purposes **may not register as media.**

Financial analysts; sales, advertising, or marketing representatives; public relations personnel; book publishers and book authors; and individuals from communications, print, and online promotion services may not register as media, but are welcome to register as regular attendees.

## 7. PRESS PROGRAMME

Members of the press are invited to all official press conferences and are also welcome to attend all general admission Scientific and Educational Sessions.

## 8. INTERVIEW OPPORTUNITIES / FACILITIES

The EULAR press agency Cohn & Wolfe is available before, during and after the congress to coordinate interviews with EULAR leadership and research authors.

Private interview rooms for media use are available in the official Press Area on a first-come, first-served basis. Use of the interview room is limited to one hour per day. **Please contact the EULAR press agency to make advance reservations.**

## 9. VIDEO, PHOTOGRAPHY, AND AUDIO RECORDING

**All registered press** have permission to record during press conferences and interviews that are held within the confines of the official Press Area without approval from the Press Office, and within designated approved filming areas on the congress site only with prior authorisation from the EULAR Press Office.

Filming may **ONLY** take place in designated filming areas with prior authorisation from the EULAR Press Office (whether press or industry). To request permission to film in a designated filming area and to arrange a filming permit for the duration of the congress, please email [eularpressoffice@cohnwolfe.com](mailto:eularpressoffice@cohnwolfe.com).

In 2017, the designated filming area will be in the Avenida, which is the central walkway of the IFEMA conference centre. Media are permitted to film anywhere here, except outside Exhibition Hall 10. Whilst limited, there will also be a designated space for press to film within the Press Area and in the proximity of the press conferences, before and after press conferences. Film crews will need to be assisted by a filming steward at all times.

**Authorised Filming Permit** badges will need to be worn in a visible place at all times during the congress when filming OR carrying filming equipment by all relevant personnel. An up to date filming permit should be produced when asked by security. **Picture-taking, including time-lapse photography is prohibited within the congress centre at all times, by all delegates**, including in scientific sessions, public spaces, poster sessions and in the exhibition halls.

**Recording (including audio, filming or still photography) of the Education or Scientific Sessions is strictly prohibited.**

Professional photos will be provided on each day of the congress. Members of the media will be able to download these photos and use them to illustrate their articles at their own discretion.

The EULAR Press Office will connect media with speakers to source presentation slides, as needed. This content should not be published but may be used as a reference to support editorial content accuracy only. Sharing of slides will be dependent on the author's permission.

All unauthorised recording of material will result in the intervention of EULAR mandated security personnel and potential removal from the congress.

## 10. COMPANY SPONSORED PRESS MEETINGS

**Press conferences, briefings of any kind or similar group events organised directly or indirectly by the pharmaceutical industry may not be held in the congress centre and not be organised during the official scientific programme hours.** All such events with groups larger than eight participants need the prior approval of the EULAR Congress organisers (MCI) – contact details can be found in section 23

Press releases of pharmaceutical companies are bound by the 'EULAR Abstract Embargo Policy'. Corporate press materials and product information may not be distributed in the Congress Press Area – a dedicated area will be made available close to the EULAR Media Centre for this.

**The use of the EULAR name and congress logo in any fashion, by any commercial entity, for any purpose is expressly prohibited before, during and after a congress without prior written consent of EULAR.**

The official congress logo may be used exclusively on invitations for officially approved satellite symposia and can be requested from the EULAR Secretariat or the Press Office.

**All media alerts or press releases must be submitted to the EULAR press office for approval (see section 5 for contact details), refer to EULAR in the correct way i.e. the “Annual European Congress of Rheumatology (EULAR 2017)” and should be submitted by Wednesday 31<sup>st</sup> May, 15:00 CEST.**

## 11. LIVE BROADCASTING

Live and/or simultaneous broadcasting of interviews, satellite symposia, scientific sessions, educational sessions and workshops in any way is not permitted.

## 12. DELAYED BROADCASTING

Delayed broadcasting is permitted only for:

- Interviews
- Company sponsored satellite symposia

For sound and image recording of satellite symposia with the purpose of presentation to a public or closed audience outside the congress, the company holding the satellite symposium is required to obtain formal acceptance from all speakers in writing and send it to the organisers (MCI) **at the latest two weeks before the congress.**

Satellite symposia must not be broadcast in any way until the first Monday following the end of the EULAR Annual Congress at which the satellite is scheduled.

## 13. TRADE PUBLICATIONS

General medical/health/science trade publications are eligible to register up to three journalists.

## 14. FREELANCE JOURNALISTS

Freelance journalists are required to submit:

- An official letter of assignment from a news organisation
- Two by-lined medical/health/science articles published within the last six months
- Coverage from the previous year's meeting (if applicable).

A copy of the publication and proof of editorial freedom from funding sources are required to establish media status for registration (single-sponsored publications are not eligible for media registration). Publications are eligible to register a maximum of three journalists, unless otherwise noted.

Freelance journalists working for more than one media outlet will be required to confirm that the publications are credentialed by the EULAR Press Office in advance.

Freelance journalists who use their media privileges to work for non-credentialed organisations will have their EULAR media privileges revoked for a period of one year.

## 15. BROADCAST MEDIA

Broadcast media organisations (TV or radio) are eligible to register up to three representatives and must abide by the policies in the video, photography, and audio recording sections.

Production companies and documentary film crews that wish to register as media must submit a written request at least two months in advance of the meeting.

Requests will be evaluated on a case-by-case basis and must include:

- Information on the production company
- An example of previous work
- Marketing and distribution plan
- Disclosure of all sponsors (no single-sponsored films considered).

## 16. MEDICAL JOURNALS

Medical journals meeting all criteria below that publish original, supplemental, editorial congress coverage are eligible to register journalists:

- The journal is not sponsored by a single industrial source
- The journal has a regular editorial news section
- The journal must be peer reviewed and publish original manuscripts
- The journal issues an official letter of assignment to journalist applying for registration.

Professional societies (such as PR agencies, agencies acting on behalf of or for a pharmaceutical company at the congress) and their proprietary publications do not qualify as medical journals. Their representatives are welcome to register as regular attendees.

## 17. ONLINE MEDIA

Online publications that meet all the criteria below are eligible to register representatives:

- The website must provide original editorial news coverage
- Editorial content must be independent of advertising and sponsorship
- The site and its content must be overseen by an editorial board
- Advertising must include wording that clearly states all content is paid
- If the website is sponsored, there must be multiple sponsors; all sponsors must be clearly identified as such on the website
- Personal websites do not qualify for media registration
- Online media are not considered separate from their parent media companies for purposes of media registration
- Given that all material presented at the congress is of public interest and not confidential anymore, EULAR expects such publications to be accessible without prior registration to a site, even if the registration is free.

## 18. NEWSLETTERS

Newsletters that are widely published and publicly available, and that primarily cover rheumatology news, are eligible to register journalists.

Investment newsletters are not eligible for media registration.

Representatives must submit:

- Two issues of the newsletter, each containing at least one by-lined medical/health/science article
- Coverage from the previous year's meeting (if applicable)
- Proof of editorial freedom from funding sources (single-sponsored newsletters are not eligible).

Patient advocacy organisations registered to attend the EULAR 2017 Annual Congress that publish a newsletter meeting the criteria above are welcome to send one representative to attend press conferences to provide editorial coverage of the meeting.

## 19. IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION

For security reasons, EULAR 2017 Annual Congress badges will be required for admittance to all events; badges should be worn and visible at all times.

Lost badges should be reported to the registration staff immediately. The following badge policies will be in effect throughout the meeting:

- EULAR 2017 badges are the sole property of EULAR
- Badges are non-transferable
- False certification of individuals as paid EULAR 2017 attendees, misuse of badges, any method of assisting unauthorised persons to gain access to any EULAR 2017 event, or any inappropriate or unauthorised conduct will be just cause for repossessing badges of any individuals involved, and expelling all parties involved from the meeting without obligation on the part of EULAR for refund of any fees.

## 20. VIOLATION OF THE EULAR 2017 PRESS & MEDIA RULES AND REGULATIONS

Violation of any of the EULAR 2017 Press Rules and Regulations is grounds for:

- Ineligibility for attendance at future EULAR Annual Congresses and activities
- Immediate confiscation of illegally acquired material and content (printed material, video, sound recording, pictures, etc.)
- Immediate destruction of illegally acquired material and content (printed material, video, sound recordings, pictures, etc.)

Any person who is dismissed from the meeting may request that EULAR reviews the matter, provided that the individual understands that such dismissal will be effective immediately and will continue until and unless EULAR issues a contrary decision.

EULAR reserves the right to ban, from this and future meetings, any representative who fails to adhere to these policies or who misuses his/her media privileges to engage in activities other than journalistic pursuits.

## 21. CONCLUSION

These guidelines are an integral part of the press accreditation for the congress. Each press representative must confirm understanding and adherence to these rules and guidelines during the accreditation process. The guidelines are obliging to all press and media activities before, during and after the EULAR 2017 Annual Congress, independent of accreditation and/or the physical presence of a representative at the congress itself.

All press related activities not explicitly mentioned in this document need to be negotiated with the organisers at the earliest possible time. Activities not explicitly ruled in this document or not individually approved are considered inappropriate and might lead to interventions from the organisers' side.

Discussions about the interpretation of this document are decided by EULAR.

## 22. GLOSSARY

**Exhibitor:** A company with a contract to exhibit at a EULAR 2017 Annual Congress

**Sponsor:** A company buying services at a EULAR 2017 Annual Congress

**Official Scientific Programme hours:**

- Please refer to those included within the printed Final Programme of the congress
- Included are:
  - Scientific sessions and workshops
  - Abstract sessions
  - Poster viewing time
  - Coffee and lunch breaks
  - Satellite Symposia
  - Official opening ceremony
  - Official welcome reception.

**23. ORGANISERS**

<b>Scientific Secretariat</b>	<b>PCO representing EULAR</b>	<b>Official Press Agency representing EULAR</b>
EULAR Executive Secretariat Seestrasse 240 CH-8802 Kilchberg SWITZERLAND <a href="http://www.eular.org">www.eular.org</a> <a href="mailto:eular@eular.org">eular@eular.org</a>	MCI Suisse SA 75 rue de Lyon CH - 1211 Geneva SWITZERLAND <a href="mailto:eular@mci-group.com">eular@mci-group.com</a>	EULAR PRESS OFFICE Cohn & Wolfe 7-12 Lynton House Tavistock square London, WC1H 9LT <a href="mailto:eularpressoffice@cohnwolfe.com">eularpressoffice@cohnwolfe.com</a> +44 (0) 20 7331 5442