



# EULAR 2011

## eular 2011 PRESS & MEDIA RULES AND REGULATIONS

### 1. PURPOSE OF DOCUMENT

The purpose of this document is to allow the best possible cooperation between all press and media representatives and EULAR.

It should establish mutual appreciation for all professional, ethical and legal aspects for reporting from the "EULAR Annual Congresses of Rheumatology".

It shall also give press and media representatives guidelines on how to plan successful reporting from these events.

The document shall explain the major reasons for some of the restrictions, and serve as a base for sound working conditions and respectful and equal treatment before, during and after the congress.

### 2. TERMINOLOGY

All terms used in this document are to be understood to include similar activities to those mentioned

- The term "Press and Media Activities" is understood to include all activities related to print and electronic media activities (pictures, video, audio, internet, etc.)
- The term "record" relates to all types of recording (audio, video, picture taking)
- The terms "EULAR Congress" and "Congress" refer to every "EULAR Annual European Congress of Rheumatology", past, current or future
- The annual EULAR congress is usually held in late May / June

### 3. PREREQUISITES

Based on various discussions and experiences, some prerequisite remarks seem appropriate:

#### 1. REQUEST FOR PERMISSIONS

Whenever the guideline asks to obtain permission before the congress opening, such permissions shall be obtained at the earliest possible time, **but three weeks before the start of the event at the very latest.**

Requests received later by the organisers will 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.

#### 2. COPYRIGHT OF PRESENTATION MATERIAL AT THE CONGRESS

If EULAR cannot reassure the authors that their latest findings in science and research are best protected from unauthorised use, they might decide not to present at future EULAR congresses. All material presented in the Scientific Programme is the intellectual property of the authors and all rights reside with them.

It is EULAR's mission to best protect their material of original science and research from unwanted dissemination.

#### 3. PROTECTION OF INTELLECTUAL PROPERTY

Recording of presented material 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 invites the intervention of EULAR mandated security personnel.

#### **4. 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”). In addition, they are made available on the EULAR website approximately mid-April for informational purposes of the delegates.

Information contained in abstracts **may not be released until 00:01 hour of the opening day of the congress** (time zone of the congress city).

Academic institutions, private organisations and companies, whose value may be influenced by information contained in an abstract, may issue a press release to coincide with the availability of an abstract on the EULAR website. However, EULAR requires that information going beyond that contained in the abstract, such as discussion of the abstract, presentation of data or other details that will be presented at the congress, is under embargo as outlined above. Violation of the embargo may result in the abstract being withdrawn from the congress and/or other measures deemed appropriate.

It is not considered a violation of this policy if an abstract or information thereof is presented elsewhere, if acceptance is still pending at the time of the regular abstract submission deadline (usually mid / end of January).

It is the responsibility of the submitting author to inform interested parties about this policy.

#### **5. CONFIDENTIALITY POLICY**

Journalists may not use information provided on an embargoed basis 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

#### **6. 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:

Rory Berrie / Anya Forward  
EULAR Press Office  
Cohn & Wolfe  
Lynton House  
7-12 Tavistock Square  
London WC1H 9LT  
UNITED KINGDOM

Phone: + 44 (0) 207 331 5317 / 5437  
E-mail: eularpressoffice@uk.cohnwolfe.com

#### **7. ELIGIBILITY REQUIREMENTS**

All accreditation activity is handled by the officially appointed EULAR press agency Cohn & Wolfe.

Press registration is done online on 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 organizations 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 including a photocopy of official press credentials, a letter of assignment from the media organization being represented, two by-lined medical/health/science articles published within the last six months, coverage from the previous year’s meeting (if applicable), and a copy of the publication. (Business cards or membership cards from news media, communications, or writers’ organizations are not sufficient to establish eligibility.)

Journalists credentialed for the EULAR 2010 Rome congress who are requesting 2011 credentials for the same media outlet are required to submit coverage of the EULAR 2010 Rome congress, but are not required to submit two recent by-lined medical/health/science 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 organizations will have their EULAR media privileges revoked for a period of one year.

Please be advised that registration forms sent without supporting documents and information will not be reviewed or approved.

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 organizations 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.

## **8. PRESS PROGRAM**

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

## **9. INTERVIEW OPPORTUNITIES/FACILITIES**

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

A private interview room for media use is available in the congress facilities on a first-come, first-served basis. Use of the interview room is limited to two hours per day. Please contact the EULAR press agency to make advance reservations.

## **10. VIDEO, PHOTOGRAPHY, AND AUDIO RECORDING**

Videotaping, sound recording and picture taking at the EULAR 2011 London congress is strictly restricted to:

- EULAR official press conferences
- One-on-one interviews with EULAR leadership and research authors
- Common areas of the convention centre

Taking of pictures, filming and audio-recording in the exhibition halls are not allowed. Exhibitors may take pictures of their own stands but not of the stands of other exhibitors.

All crews must be accompanied by a Cohn & Wolfe press representative; therefore, filming is limited to one hour per day during non-peak hours.

**Videotaping, sound recording and picture taking of the Education or Scientific Sessions is strictly prohibited.**

## **11. 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 (see Glossary). All such events with groups larger than 8 participants need the prior approval of the EULAR Congress organisers (MCI).

Press releases of pharmaceutical companies are bound to the "EULAR Abstract Embargo Policy" Corporate press material and product information may not be distributed in the Congress Media Centre. 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.

## **12. MEDIA POLICIES AND REGISTRATION FORM**

Registration / accreditation as press / media representative is done online through the “Press/Media” page of the EULAR congress website. Successful applicants will have to agree to these guidelines.

## **13. LIVE BROADCASTING**

Live and/or simultaneous broadcasting of interviews, satellite symposia, scientific sessions, educational sessions and workshops in any way is prohibited.

## **14. DELAYED BROADCASTING**

Delayed broadcasting is permitted only for:

- Interviews
- Company sponsored satellite symposia

For sound and image recording of satellite symposia (or parts thereof by any type of media) that are dedicated for 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 2 weeks before the congress.

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

## **15. TRADE PUBLICATIONS**

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

## **16. FREELANCE JOURNALISTS**

Freelance journalists are required to submit an official letter of assignment from a news organization, two by-lined medical/health/science articles published within the last six months, and 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.

Journalists must work exclusively for the media outlet for which they are credentialed by the EULAR Press Office, Cohn & Wolfe

Exception: Freelance journalists may work for additional clients provided they confirm with EULAR/Cohn & Wolfe in advance that those clients are credentialed by EULAR/Cohn & Wolfe.

Freelance journalists who use their media privileges to work for non-credentialed organizations will have their EULAR/Cohn & Wolfe media privileges revoked for a period of one year.

## **17. BROADCAST MEDIA**

Broadcast media organizations (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:

- 1) Information on the production company
- 2) A film/documentary treatment
- 3) Marketing and distribution plans
- 4) Information on sponsors (no single-sponsored films considered)

## **18. MEDICAL JOURNALS**

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

- 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 asking 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.

## **19. ONLINE MEDIA**

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

- 1) The website must provide original editorial news coverage
- 2) Editorial content must be independent of advertising and sponsorship
- 3) The site and its content must be overseen by an editorial board
- 4) Advertising must be clearly identified as such
- 5) If the website is sponsored, there must be multiple sponsors; all sponsors must be clearly identified as such on the website
- 6) Personal websites do not qualify for media registration
- 7) Online media are not considered separate from their parent media companies for purposes of media registration
- 8) 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

## **20. NEWSLETTERS**

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

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, and coverage from the previous year's meeting (if applicable). Proof of editorial freedom from funding sources will be required to establish media status for registration (single-sponsored newsletters are not eligible).

Patient advocacy organizations registered to attend the Annual Meeting 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.

## **21. IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION**

For security reasons, EULAR 2011 London 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:

- 1) EULAR 2011 London badge is the sole property of EULAR
- 2) Badges are non-transferable.
- 3) False certification of individuals as paid EULAR 2011 Congress attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any EULAR 2011 Congress event, or any inappropriate or unauthorized 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

## 22. VIOLATION OF THE EULAR 2011 PRESS & MEDIA RULES AND REGULATIONS

Violation of any of the EULAR 2011 Press & Media Rules and Regulations is grounds for:

- 1) Immediate dismissal from the meeting
- 2) Ineligibility for attendance at future EULAR Congresses and activities
- 3) Immediate confiscation of illegally acquired material and content (printed material, video capture support, sound recording support, picture taking support, etc.)
- 4) Immediate destruction of illegally acquired material and content (printed material, video capture support, sound recording support, picture taking support, etc.)

Any person who is dismissed from the meeting may request that EULAR review the matter, provided, however, 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 bar 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.

## 23. CONCLUSION

These guidelines are an integral part of the press accreditation for the congress. Each press and/or media representative has to 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 Annual Congresses of EULAR, independent of accreditation and/or the physical presence of a representative at the congress itself.

All press and media 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.

## 24. GLOSSARY

- **Exhibitor:** A company with a contract to exhibit at a EULAR congress.
- **Sponsor:** A company buying services at a EULAR congress
- **Official Scientific Programme hours:**
  - Those published by EULAR. Relevant is the printed Final Programme of the congress
  - Included are:
    - All scientific sessions and workshops
    - All abstract sessions
    - The poster viewing time
    - The coffee breaks and lunch breaks in-between
    - The satellite symposia
    - The official opening ceremony
    - The official welcome reception
- **Organisers:**

Scientific Secretariat	PCO representing EULAR	Official Press Agency representing EULAR
European League Against Rheumatism EULAR Executive Secretariat Seestrasse 240 CH-8802 Kilchberg SWITZERLAND www.eular.org eular@eular.org	MCI Suisse SA 75 rue de Lyon CH - 1211 Geneva SWITZERLAND eular2010@mci-group.com	Rory Berrie / Anya Forward EULAR Press Office Cohn & Wolfe Lynton House 7-12 Tavistock Square London WC1H 9LT UNITED KINGDOM eularpressoffice@uk.cohnwolfe.com 00 44 (0) 207 331 5317 / 5437