



EUROPEAN ACADEMY OF
DERMATOLOGY AND VENEREOLOGY

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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 Symposium!

EADV Press Office

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

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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 form (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

Journalists and press representatives can register electronically via email (highly recommended) or at the registration desk of the Symposium.

Please note that there is no dedicated registration line for press at the registration desk on site.

Press Access

All registered press have access to all scientific sessions-

Important: It is the sole responsibility of the journalists and their media organisations to follow all applicable rules and legislation regarding the information they will communicate in relation to the contents of the EADV Spring Symposium.

III. Guidelines for Press representatives/Journalists

1. Press registration

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 and/or a letter of assignment
- Scanned and signed copy of the Embargo Policy

All these documents are available on the Press Page of our website <http://eadvbrussels2017.org/press/>

Freelance journalists: Freelance journalists 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 Symposium (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 by downloading the registration form (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.

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

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

1. Press Kits

- Exhibitors/Industry members may distribute press releases or press kits to the using the available media stands.
- Exhibitors/Industry members are not permitted to distribute press materials anywhere else in the Symposium Centre or in the hotels used by the EADV during the meeting.
- Exhibitors/Industry members are requested to not remove/collect any press packs belonging to any other industry press display exhibitors.
- Exhibitors/Industry members are requested to regularly visit their display, to renew materials in display area.
- Equally, they are requested to organise the collection and/or disposal of their excess materials following the closure of the Symposium

2. Important notes

The EADV does not issue press badges to:

- Exhibitors
- Industry/exhibitor press officers, public relations consultants, 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

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.

It is forbidden to use the EADV logo on any kind of press materials distributed by exhibitors or industry members.

3. Embargo

Press and Media invited by Exhibitors and the Industry need to also abide to the Embargo Policy. Furthermore, press releases issued directly by the participating Exhibitors and/or participating industry members need to follow the same rules as far as embargoed materials are concerned.

V. Filming/Photography/Recording Policy (for Professionals)

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

- Filming and photography are not allowed under any circumstances in the scientific sessions and the exhibition.
- Filming and photography are allowed in the 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.

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.