



ESHRE's Media & Press Policy

These guidelines are designed to contribute to the best possible cooperation between all media representatives, representatives of third party organisations and ESHRE before, during and after the ESHRE Annual Meeting.

All material presented during the scientific programme is the intellectual property of the authors and all rights reside with them.

Registration

ESHRE is pleased to offer access to its press centre and all conference presentations to bona fide journalists. Registration is free of charge for journalists in possession of a recognised press card.

If you do not have a press card but have been commissioned to cover the conference, please provide a commissioning letter on headed paper from the publication you are working for, together with a sample copy of the publication.

A copy of the press card or of the commissioning letter should be sent, together with the media registration form to:

Hanna Hanssen

hanna@eshre.eu (scanned documents)

or by fax to +32 (0)2 269 56 00.

The media registration form can be downloaded from the ESHRE website at:

<http://www.eshre.eu/ESHRE/English/Annual-meeting/Rome-2010/For-the-media/page.aspx/585>

You will be required to present the original press card or the commissioning letter at the conference registration desk together with a valid passport or ID-card.

Please register beforehand if possible. This will enable us to iron out any queries in advance.

For safety and security reasons ESHRE badges will be required for admittance to all events. Badges should be worn at all times and are non-transferable. False certification of individuals, misuse of badges, any method of assisting unauthorised persons to gain access to any ESHRE Annual Meeting, or any other inappropriate or unauthorised conduct will be just cause for repossessing badges of any individuals involved, and will lead to the barring of all parties involved from the congress without obligation on ESHRE's part to refund any fees.

Abstracts and Embargoes

Abstracts are published in a special supplement to the ESHRE journal *Human Reproduction* 'Abstract Book', which will be available during the congress in print. Abstracts will also be available on the

ESHRE website. Information contained in abstracts may not be released and made public until the date and time of the sessions when the abstracts are presented to the congress.

Embargoes for abstracts lift at the time of presentation to the meeting, unless otherwise stated. News releases from presentations at the conference are embargoed until the date and time of presentation or the official ESHRE news conference, whichever is earlier.

Official media materials will be made available to registered journalists only. Journalists are required to respect embargoes as indicated either by the press office or by the date/time of each session.

Breaking of the ESHRE embargo policy by a journalist will lead to the immediate suspension of the journalist's media credentials, immediate barring of the journalist from the ESHRE conference premises, removal of the journalist's name from ESHRE's distribution list for one year and no access to next year's Annual Meeting. Media outlets that employ the journalist will be banned from ESHRE's next conference and from sending any other reporters. Breaking of embargoes by non-media parties will equally be pursued in the appropriate manner.

Media Restrictions

Representatives of public relations companies, advertising agencies, marketing companies, pharmaceutical companies and their publications are not permitted to register as journalists, to work in the press room, or to attend press conferences. PR representatives from other organisations, whether commercial or non-commercial, are not allowed to register or to work in the press office. Only PR representatives from non-commercial organisations may attend press conferences.

ESHRE reserves the right to bar, or eject, from any meeting (and future meetings) any person who provides false information regarding their affiliation or who deliberately promotes the view of any one company / organisation / product, or who engages in promotional discussions within the official press areas.

Filming and recording

Filming, recording, and photography of conference sessions and press conferences (including PowerPoint presentations) are not allowed without the prior consent of the organisers. Please approach a press officer with any request to photograph, film or record sessions. In all cases camera crews must first receive permission from the press office before taping or broadcasting on ESHRE's grounds during the Annual Meeting. With prior notice, and approval from the session chairs, we can arrange for a camera crew to attend a news conference or a session, tape a live event or conduct interviews.

Interview rooms may be booked to carry out film or radio interviews, or to have privacy when interviewing. These rooms must be booked prior to use by contacting ESHRE's press officers.

Third Party Media Events

Requests to hold third party media events must be made in advance to the ESHRE organisers. Such media events must not take place simultaneously with the official ESHRE news conferences, or key conference sessions. They must pertain to presentations being made at the conference in oral or poster sessions (not simply at sponsored symposia). The programme for any third party media event should be submitted to and agreed by the ESHRE press officers before any invitations are sent out. This applies to any media event, regardless of whether it is held on or off site.

Third party press materials and product information may be distributed during officially-authorized satellite symposia and industry press conferences but must not be left in the press room. A table will be made available outside the press room for such material to be put on display. No posters or banners from companies are permitted on or around the table or stand.

Third party press releases must be embargoed for the date and time of presentation, unless agreed otherwise with the press office. They must be labelled clearly with the abstract number, date and embargo, and submitted to and agreed by the ESHRE press officers before they are disseminated.

Third party media materials must not contain the ESHRE logo and must not be presented in any way that could be construed as suggesting endorsement by ESHRE.

ESHRE does not make media lists available to third party organisations.

If you have any queries please contact
Hanna Hanssen
ESHRE Communications Manager
Tel.: +32 (0) 2 269 09 69
Mob.: +32 (0) 473 35 33 81
Email: hanna@eshre.eu