

ESHRE'S® THIRD PARTY MEDIA POLICY

1. Definitions

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ESHRE®: The international non-profit organization “European Society of Human Reproduction and Embryology” with its registered office at 1853 Strombeek-Bever, BXL7 – Building 1, Nijverheidslaan, 3, 1st Floor. VAT BE-0430.069.888, RLE Brussels;

ESHRE's® Intellectual Property: ESHRE's® trade name, trademarks and logo (non-limitative);

Event: Each event ESHRE® organizes with the aim of providing a forum for the exchange and discussion of clinical and scientific work, such as but not limited to ESHRE's® Annual Meeting, Campus courses and Precongress courses;

Public Communications: Press releases, blog posts, interviews, media briefings, video material and communications via social media (non-limitative);

Third Party/ies: Each person or organisation – with the exemption of ESHRE® and those who have received press accreditation in accordance with the criteria as set out in the media policy for journalists – who/which (i) makes use of the Intellectual Property rights of ESHRE® and/or (ii) is – directly or indirectly – involved in an ESHRE® Event (such as but not limited to the exhibitor(s), sponsor(s), participant(s), blogger(s), speaker(s) at the Event and, in general, organisations involved in the field of fertility, embryology and reproductive science and medicine (irrespective whether such organizations are also an exhibitor/sponsor)).

2. Scope

By means of the ESHRE® media policy, ESHRE® aims to protect its good reputation and identity by for example avoiding misuse of ESHRE's® Intellectual Property.

For this purpose, the ESHRE® media policy sets forth rules and regulations regarding:

- ESHRE's® Intellectual Property and the use thereof by Third Parties;
- The organisation of media/public relations events by Third Parties (including press briefings) which are – directly or indirectly – related to an ESHRE® Event;
- The release of Public Communications by Third Parties which are – directly or indirectly – related to an ESHRE® Event.

This media policy shall exclusively apply to Third Parties and their representatives. A specific media policy shall be foreseen for journalists who have received press accreditation in accordance with the criteria as set out in the media policy for journalists.

3. Photographing and film recording

Third Parties creating content must be aware and adhere to ESHRE's® Privacy Declaration including GDPR regulations as available on the official ESHRE® website.

All photographing and videography during an ESHRE® event must receive prior written approval from ESHRE's® Communications Manager.

All requests must be submitted to ESHRE's® Communications Manager at least one week prior to the start of the ESHRE® event. This request needs to include:

- the assignment details
- the dates of planned coverage
- the areas you would like to include

All final products must be subject to approval by ESHRE's® Communications Manager.

4. Third Party media/public relations activities

Third Parties are responsible for their own media/public relations activities during an ESHRE® Event and for their Public Communications.

Third Party media/public relations events

Third Party media/public relations events (including press briefings), which are – directly or indirectly – related to an ESHRE® Event, are not allowed during the official scientific programme hours, nor during an ESHRE® press conference, without prior written approval from ESHRE®.

Third Parties and exhibitors are not allowed to publicise, distribute promotional materials - including gifts - or to maintain any promotional activities outside the exhibition space assigned to them within a distance of 5 km from the congress venue, unless explicitly authorised by ESHRE®.

The programme for any Third Party media/public relations event must be submitted to ESHRE® for approval before any press invitations are distributed.

These requirements are in line with the provisions of the 'General Terms and Conditions of the ESHRE® Annual Meeting', as available on the official ESHRE® website of the Annual Meeting.

Public Communications by Third Parties

When a Third Party sponsors a Company Symposium, a Company Session, a Company Workshop or any other presentation of which the abstract is presented at an ESHRE® Event as an oral or poster communication and/or is chosen for publication in the ESHRE® press programme, the abstract in question will not and may not be subject of any Public Communications until the abstract is presented, either in the scientific programme or during an ESHRE® press conference, whichever comes first.

Furthermore, all Third Party Public Communications must:

- At least three working days prior to their release be submitted to the Communications Manager;
- Not carry the ESHRE® logo;
- Mention that the selection of the abstract for publication in the press programme does not imply endorsement by ESHRE® of the products and/or services that the Third Party offers;
- Not be presented in such a way as if to imply endorsement by ESHRE®;
- Clearly state the date and time at which the embargoes are lifted;
- Media activities cannot be advertised as ESHRE activities;
- Third party media activities must not be advertised as ESHRE® activities. ESHRE® does not endorse any third party media activity and will not contribute in any manner to their content or promotion.

Third Parties shall never have access to the official press room or any press facilities. However, upon prior written request to the Communications Manager at least three working days before the intended release, ESHRE® shall provide a space outside the official press room for such Third Party Public Communications.

All Third Parties must act in line with all compliance regulations which may be applicable based upon:

- (i) Ethical MedTech – (www.ethicalmedtech.eu/)
- (ii) EFPIA - European Federation of Pharmaceuticals Industries & Associations (www.efpia.org/);
- (iii) IFMPA - International Federation of Pharmaceutical Manufacturers & Associations (www.ifpma.org/);
- (iv) AIFA – Italian Medicines Agency

5. Intellectual Property Rights

ESHRE's® trademarks

The name and logo of ESHRE® are protected by a Benelux trademark (n° 0985287 resp. 0985641) and an international trademark (WIPO reference n° 971737501 resp. 971737901).

This implies that:

- (i) Word mark ESHRE – Benelux trademark: 1319323 (filing n°) and 985287 (registration n°)
- (ii) Word mark ESHRE – International trademark: 1321056 (filing n°)
- (iii) Figurative mark ESHRE (logo) – Benelux trademark: 1415525 (filing n° and registration n°)
- (iv) Figurative mark ESHRE (logo) – International trademark (1555414 (filing n°)

The ESHRE® name and logo can thus not be used, reproduced or associated with any Third Party media/public relations event, Third Party Public Communication or Third Party website (non-limitative) without the prior written approval of ESHRE®. Approval will not be granted in cases which are considered commercial in aim, or which appear to imply endorsement from ESHRE®.

Copyright

All materials, presented during the scientific programme of an Event, shall retain the intellectual property of the authors and all rights reside with them.

Exhibitor/sponsors

For the purpose of the ESHRE® 39th Annual Meeting – ESHRE® 2023, a dedicated exhibitor/sponsor logo has been created and shared with all relevant parties. This ESHRE® Exhibitor 2023 logo can be used by exhibitors both separately and within a graphic/video created by the exhibitors themselves, with the purpose to promote their presence at ESHRE® 2023 as an exhibitor and/or sponsor.

This logo can be used for the purpose of sharing their presence/attendance at the ESHRE® 2023 Annual Meeting only and nothing else, for the periods of before, during and after the ESHRE® Annual Meeting.

By using this ESHRE® Exhibitor 2023 logo, it in no way confirms or implies ESHRE's® endorsement, support or position towards the Third Party company.

6. Enforcement of the media policy

This Third Party Media Policy is subject to final interpretive review by ESHRE®. The decision of ESHRE® in all matters shall be final and binding for all parties to which this media policy applies.

In case of non-compliance with the provisions of this Third Party Media Policy, ESHRE® reserves the right to bar the offenders from the Event and any future ESHRE® Event.