

ESHRE 2025 - Press & Media Policy

General Rules

Any press representative (journalist, reporter, photographer, film crew member etc.) must adhere to the guidelines outlined in this policy. By applying for a press pass, you are accepting the ESHRE Press Policy.

- Press representatives who receive embargoed material must understand that this is for their individual use and must not distribute the embargoed information to anyone else before the embargo is lifted.
- For any embargo-related questions, please contact the ESHRE press team (press@eshre.eu) for clarification before releasing the information.
- The ESHRE logo is the property of ESHRE and is protected by trademark. It should not be used, reproduced or associated with any event, article, website, video/recording or press release without permission from ESHRE. Please note, approval will not be granted in cases which are considered commercial in aim, or which appear to imply endorsement from ESHRE. To request permission, please contact the ESHRE press team (press@eshre.eu) and state how you intend to use the logo.
- ESHRE does not make its press database available to anyone or any organisation due to reasons relating to data privacy protection.

Registration

- ESHRE will grant free press registration to journalists employed by accredited media organisations for the purpose of editorial coverage. Official industry spokespersons, communications agents and other commercial organisations are not eligible for press registration. ESHRE reserves the right to bar individuals from the congress (and future congresses) if they are found to be providing false information to overcome these restrictions.
- Company, media outlet business cards or membership cards are not accepted as credentials.
- The decision of the ESHRE press team is final regarding all press registration requests.
- Please note that access to the ESHRE Meeting is for members of the medical and professional media, however, relevant representatives of consumer media who require access will also be considered on a case-by-case basis.

To register as press for the ESHRE 41st Annual Meeting, please complete the press registration form by visiting the following link: www.eshre.eu/ESHRE2025/Media/Press_registration.

Please see below for the credentials or documentation you will require to apply for free press accreditation.

For onsite registration, journalists must present their required credentials/documentation (see below) and a valid passport or ID card.

Required credentials/documentation (to apply for free press accreditation)

Print and online journalists should provide **one** of the following:

- A copy of your valid press/media card.

- A letter of assignment from your editor on the publication's headed paper, accompanied by copies of two articles that have been published by a recognised media outlet that you have written for, with your by-line on the article. You can provide either scanned copies or the full URL if these articles are published online.

Broadcast journalists (including journalists working in television, radio, podcasting, and webcasting) should provide **two** of the following:

- An audio or visual file of a broadcast programme you have worked on, which includes a section where you appear on camera, or your name is mentioned in an audio clip.
- A letter of assignment from your editor on the publication's headed paper.
- A copy of your valid press/media card.

Bloggers should provide **two** of the following:

- The complete URLs of five blog posts you have written in the last year.
- A letter of assignment from your editor on the publication's headed paper.
- A copy of your valid press/media card.

Photographers, film crews and other technicians (supporting journalists with recording equipment etc.) should provide **one** of the following:

- A letter of assignment from your editor on the publication's headed paper. The name of the journalist you are accompanying must be stated in the letter.
- A copy of your valid press/media card.

Please note, submission of the required documentation does not guarantee a press pass. Your documents will be reviewed by the press team and a confirmation email will be sent to you if your application is approved.

Services

Press registration includes:

IN PERSON PRESS REGISTRATION

1. Access to all press materials.
2. Access to all scientific sessions, including one pre-congress course.
3. Access to the Opening Ceremony.
4. Access to the exhibition halls.
5. Use of the press room (working space is provided in addition to Wi-Fi and catering).
6. Interviews arranged with key opinion leaders (KOLs), subject to availability. Please note, members of the press and media are not permitted to directly contact KOLs. To arrange an interview please contact the ESHRE press team (press@eshre.eu).
7. Access to an interview room – this can be booked in advance, please contact the ESHRE press team (press@eshre.eu) to arrange a time.
8. *All virtual press registration benefits also included.*

Please note, registration badges must be shown for entry to the press room and other congress locations and should be worn at all times. Those who misuse the badge or engage in other inappropriate conduct will be barred from the congress.

VIRTUAL PRESS REGISTRATION

- Access to all press materials
- Access to the virtual platform with live-streamed scientific sessions
- Access to all pre-congress courses
- Access to all on-demand content
- Access to the online library of e-posters
- Virtual interviews with KOLs, subject to availability (please see media policy for further information)

Filming/Photography/Recording Policy

1. You cannot video or take photos in any of the session rooms without written consent from the authors/presenters (content is subject to intellectual property protection), and each individual featured in the coverage (content is subject to privacy right with written consent required by all that appear in the coverage). To request consent please contact the ESHRE press team (press@eshre.eu).
2. Filming/photography in public areas (e.g. in front of the congress building, in public corridors, in seating areas etc.) is permitted, but we kindly ask that the privacy of the congress participants is respected. You must not have footage or images that include other participants that are identifiable unless written approval is received from each person, in any open, public general areas of the congress.
3. Filming within the ESHRE village or exhibit halls is not permitted.
4. Filming/photography should not include any ESHRE branding, logo etc. Please contact ESHRE for any requests concerning the use of ESHRE branding or the logo (press@eshre.eu).
5. All onsite camera crews should be able to provide proof of ESHRE's approval upon first request by ESHRE.

Social media guidelines

All journalists are encouraged to read the ESHRE social media guidelines below.

I. General Social Media Rules

1. All social media users can follow ESHRE on the social media accounts linked below:
 - [X \(formerly Twitter\)](#)
 - [Facebook](#)
 - [LinkedIn](#)
 - [Instagram](#)
 - [YouTube](#)
2. All users can like, comment and share ESHRE posts.
3. Comments and replies relating to ESHRE tweets and posts must be done with respect, education and with constructive criticism.

4. It is strictly forbidden to publish offensive, illegal, disrespectful, hateful and otherwise inappropriate comments, tweets and posts.
5. ESHRE reserves the right to remove comments, tweets or posts it deems, at its sole discretion, to be inappropriate and that do not follow these social media rules.
6. ESHRE does not necessarily share the views of the authors of the articles/materials that it posts on its social media.

For further details, please view the full social media guidelines [here](#).

Abstracts and embargoes

- All abstracts from the scientific programme are published as a supplement to ESHRE's journal Human Reproduction and as a PDF.
- All annual meeting abstracts, outside of the press programme, will be available ahead of the congress in the online scientific programme located on the ESHRE website. The full abstract book will become available during the congress, once embargo dates have passed, and will remain available indefinitely on the Human Reproduction website.
- Only top line content of the abstract can be published before the congress, with the aim to announce that the abstract/e-poster/late-breaking abstract has been approved and/or will be presented at the given day/time. No results or data can be published at this stage.
- Abstracts relating to the main scientific programme, except for the abstracts chosen for the press programme, are to be considered under embargo until they are presented.
- Abstracts chosen for the ESHRE 2025 press programme are embargoed until 00:01 CEST on the day of the presentation.
- Information presented in oral presentations may not be released until after the presentation.
- Information contained in posters may not be released until the start of the meeting.

All queries raised by this media policy should be addressed to press@eshre.eu.