

## ESHRE'S® MEDIA POLICY

### 1. Definitions

Communication Manager:	Christine Bauquis (working at ESHRE®) ☎ +32499258046 ✉ christine@eshre.eu;
ESHRE®:	The international non-profit organization “European Society of Human Reproduction and Embryology” with its registered office at 1852 Grimbergen, Meerstraat 60, Belgium, 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 pregress courses;
Public Communications:	Press releases, blog posts and communications via social media (non-limitative);
Third Party/ies:	Each person or organization – 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, organizations 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 organization 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

Photographing and film recording, intended for external use (including but not limited to social media), shall only be allowed upon prior written approval by the ESHRE® Communication Manager (including agreement of the speakers involved and the chairs of that presentation). Such approval shall only be granted upon prior written request at least 72 hours before the start of the Event. During the Event, all on site camera crews are required to provide proof of ESHRE's® approval upon first request by ESHRE®.

If, however, photographing and film recording is solely intended for internal/personal use, prior approval by ESHRE® shall not be required.

In any case, photographing with flash shall not be allowed.

Without prejudice to the foregoing, photographing and film recording in the exhibition area – if applicable – is only allowed one hour before the Event opens, and during the Event's opening hours.

#### 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®.

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 ([www.eshre.eu/annual-meeting](http://www.eshre.eu/annual-meeting)).

##### *Public Communications by Third Parties*

When a Third Party sponsors a company symposium, a company session, a product theatre 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 Communication 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 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.

Third Parties shall never have access to the official press room or any press facilities. However, upon prior written request to the Communication 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) the legislation of the host country of the Event; (ii) EFPIA - European Federation of Pharmaceuticals Industries & Associations ([www.efpia.org](http://www.efpia.org)); (iii) IFMPA - International Federation of Pharmaceutical Manufacturers & Associations ([www.ifpma.org](http://www.ifpma.org)); (iv) Code of Practice on the Promotion of (Prescription-Only) Medicines (EFPIA-IFMPA).

#### 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) ESHRE® has the exclusive right to use its trademarks;
- (ii) ESHRE® has the right to transfer or license the trademark; and
- (iii) ESHRE® has the right to take action against any kind of infringements.

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.

Third Parties may share comments on the presentations on social media as long as they give proper attribution to the author of the presentation (such as a Tweet on Twitter).

## 6. Enforcement of the media policy & penalties

### *Enforcement*

This 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 media policy, ESHRE® reserves the right to bar the offenders from the Event and any future Event.

### *Penalties*

Penalties will be considered when violations have occurred, which may entail a cancellation of acquired Third Party credit points.