



12TH CONGRESS
JUNE 7 - 10, 2007
VIENNA

PRESS POLICY AND GUIDELINES - 12th CONGRESS OF THE EHA

EHA's press policy and guidelines provide editors, reporters, and health and medical writers with information about the association's policies and procedures regarding coverage of the 12th Congress of the European Hematology Association, scheduled for June 7-10, 2007, at the Neue Messe Vienna, Austria.

The following is offered to properly credentialed members of the press

- Congress meeting registration (obligatory and free)
- An embargoed Press Kit
- Admission to the EHA Press Conference on June 8, 2007
- Admission to all non-ticketed EHA sessions
- One-on-one interview opportunities
- Press Room access

To register for the Congress as a member of the press you will need to register online or download the Press Registration Form and fax it to the number as written on the form.

Press registrations submitted before Wednesday May 23 - 2007, confirmation of registration will be sent prior to the congress. After this date, no written confirmation of registration will be sent. However, registrations will be processed until the beginning of the congress.

Information regarding press registrants is proprietary. The EHA does not give, rent, or sell current, past, or on-site press registration lists.

Press Policy and Guidelines

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PRESS REGISTRATION FORM

PERSONALIA:

Family name* _____ Mr. / Mrs. / Ms.*

First name* _____

Email* _____

Address* _____

Postal Code* _____ City* _____ Country* _____

Telephone* + _____ Fax* + _____

* Required fields

Publication TV Radio Online media Freelance journalist

Please tick the correct box

Name of media you represent*:

PRESS REGISTRATION:

I would like to apply for a complementary Press registration***

*** The organizers of 12th Congress of the EHA reserve the right to refuse a registration.

I am unable to attend the 12th Congress of the EHA. Please send me an embargoed press kit. I would prefer to receive EHA press material:

Electronically by e-mail (e.g. PDF, Word Documents etc)

Printed by regular post

Comments to the Press office of the 12th Congress:

PLEASE CONFIRM:

I hereby confirm having read the "Press Registration Requirements".

Date _____ Signature _____

Please return this Press registration form to the EHA Congress Organizer:

Eurocongres Conference Management

Fax: +31 20 6737306, Email: eha@eurocongres.com



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Press Registration Requirements

The congress is only open to members of the working press. Identification will be required when you arrive at the congress. Identification can be done by a letter of assignment on the letterhead of the news organization being represented, press identification (such as an accredited press card), or a business card issued by a recognized news organization. Freelance journalists must always provide an original letter of assignment.

A Press Badge will be issued to journalists (including freelance journalists) for recognised:

- Journals, magazines and news publications
- News agencies
- Newsletter media
- Broadcast media

Companies or organizations producing publications, videos, and/or other electronic media intended for marketing, advertising, financial analysis, or public relations purposes **may not** register as press. Financial analysts and public relations personnel **may not** register as press.

Press Centre guests

Information officers for academic institutions, scientific societies or registered medical research charities may register as Press Centre Guests. (Spouses, partners or other guests of journalists cannot be registered as Press Centre Guests.)

For further information please contact p.stork@ehaweb.org

Press badge - Access and Facilities

Registered press are required to wear the association's press badge at all times while on site at the Congress. The press have access to:

- The scientific sessions listed in the program
- The Press Conference on June 8, 2007
- The Congress Exhibition

Journalists will be able to work in the Press Room equipped with telephones, on-line access, electrical outlets for lap-top computers and fax. EHA press releases, abstracts and other relevant information will be available. In addition to the speakers at the Press Conference, specialists will be on-hand to answer questions on specific aspects of hematology.

Filming and videotaping any of the EHA sessions is strictly prohibited. If the press are interested in filming and videotaping on site, they can do so only with the permission of EHA and when accompanied by an EHA press relations staff member. For further information please contact p.stork@ehaweb.org



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Press Room Policy & Industry Media Material Room

Company and public relations representatives are **not** permitted in the Press Room. All public relations and corporate representatives are expected to be respectful of reporters' needs and deadlines. Institutional or corporate media materials and product information can – if approved by the EHA - be distributed in the Industry Media Material Room.

Industry Media Material

For the convenience of registered press, companies and institutions are invited to bring press material to be displayed after review by the EHA press relations staff. Please contact p.stork@ehaweb.org. Approved press material will be displayed in a location designated for non-EHA press material: the Industry Press Material Room. Information contained within the press material must specifically pertain to research being presented at the congress.

Congress Embargo Policy

Journalists are required to observe embargoes as indicated by the Press Release or by the date and time of the beginning of the Press Conference. The Embargo Policy states that coverage of abstracts being presented at the EHA Congress is strictly prohibited until the start time of the presentation containing the research. The embargo on poster presentations lifts when the poster session containing the poster opens for viewing. Content that may be pre-published online in advance of print publication is still subject to the EHA Embargo Policy.

For further information regarding the correct embargo dates/times for the EHA abstracts, please contact p.stork@ehaweb.org

To meet the criteria for display in the Industry Press Material Room, all press material **must**:

- Be clearly labelled with the abstract number(s) of the research being highlighted.
- Prominently display the proper embargo time of the abstract(s) highlighted.
- Include a citation that properly states the name of the association. An example of recommended text: "This information was presented at the 12th Congress of European Hematology, organized by The European Hematology Association (EHA)"
- Use of the EHA logo without explicit written permission is prohibited.

Absolutely ***no unsolicited materials*** of any kind may be handed out in the hallways outside the Press Room or the Industry Press Material Room, or anywhere in the convention centre.

Please contact for approval p.stork@ehaweb.org

Non-EHA Press Events

Press briefings, news conferences, and press receptions, other than those sponsored by the EHA, are not permitted on site at the convention centre at any time during convention operating hours.

Organizers of non-EHA press events have to make sure that there is no overlap in time and topics with press briefings, news conferences or press receptions organized by the EHA.