

## OVERALL REGULATIONS

Industry and their PR/communications agency are entitled to:

- Hold Industry-related press conferences
- Oversee press interviews
- Disseminate press materials in the press room or on the press shelf
- The EBMT does not make its press database or registration lists available to Industry
- All Industry Press Activities organised around the EBMT Annual Meeting must adhere to the EBMT embargo regulations, even those not held onsite.

Industry is strongly encouraged to make use of the on-site facilities rather than to hold off-site press conferences.

## VIDEOTAPING, PHOTOGRAPH AND AUDIO RECORDING

Exhibitors / sponsors will be able to film, take photos, and record their own stands, their own sponsored sessions or press conferences. Exhibitors are strictly prohibited from filming or photographing stands of other exhibiting companies, other companies' sponsored sessions or press conferences.

Video recording of the EBMT education or scientific sessions is strictly prohibited. Photographing of copyrighted material reprinted without the prior consent of the study author/presenter is strictly prohibited.

## REGISTRATION & ACCESS

Industry and its PR/communications agents must register for the Annual Meeting as 'Exhibitor' status in the Industry company name.

## TIMINGS AND EMBARGO REGULATIONS

Industry press conferences must not overlap with EBMT media activities. Industry press conference timing requests can be formally confirmed in February. Data and topics from the EBMT scientific programme might be dealt during the EBMT media activities.

Topics relating to Satellite Symposium or corporate information which are not part of the main Annual Meeting Scientific Programme may be held during industry press activities: Industry and their PR may set their own press conference timing, press material dissemination timing and embargo time.

No news / press release on abstracts are permitted until the start of the opening session. The embargo on all posters and abstracts lifts at the opening of the Annual Meeting on Sunday March 22 at 6:30 pm local time.

Please keep the EBMT Press Office in the loop on all industry media related activities [communications@ebmt.org](mailto:communications@ebmt.org)

## **PRESS MATERIALS**

The use of the EBMT logo on any of the Industry Press materials must be approved beforehand by the EBMT Executive Office [marketing@ebmt.org](mailto:marketing@ebmt.org)

The official name of the Annual Meeting – Annual Meeting of the European Society for Blood and Marrow Transplantation – must be used when mentioning the Annual Meeting in the industry Press materials.

## **INFORMATION ON FACILITIES ALLOCATED TO INDUSTRY PRESS ACTIVITIES**

### **Industry press conference room**

- The Industry Press Conference Room is the recommended venue for industry press briefings
- The room will be set in standard theatre layout (room capacity to be confirmed) – standard AV is included in the reservation fee (projection, screen, pc, and audio – further details on reservation). Any additional AV requirements must be ordered and paid in advance by the organising sponsor or their agency.
- Any refreshments must be ordered and paid for in advance by the sponsor or their agency through the congress centre's official catering supplier (no other food or beverages may be brought into the congress centre and no other catering companies can be mandated to work within the congress centre).
- Industry and their PR agencies are responsible for respecting the booked slots. No overlap is authorised.
- Industry and their PR agencies are responsible for entry control.

### **Contacts:**

EBMT Executive Office

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