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Media and Embargo Policy

The Media and Embargo Policy provides the official guidelines for the participation of media outlets and press representatives to the **3rd European CAR T-Cell Meeting** to be held virtually on February 4-6, 2021.

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A. General regulations

1. Any accredited media outlet or press representative (journalists, reporters, photographers, etc.) wishing to attend this meeting must adhere to the Media and Embargo Policy.
2. Those who violate the Media and Embargo Policy may be penalized. The penalty is immediate expulsion from the meeting and being blacklisted from future meetings for one year or more.
3. EHA and EBMT logos are property of the respective organizations. They may not be used, reproduced or associated with any article or press release without prior written permission of the organizers.
4. Registration applications without supporting documents will not be reviewed or approved.
5. Information regarding media registrants is proprietary of EHA and EBMT. EHA and EBMT do not give, rent or sell current, past (media) registration lists.
6. Reporting in any form (e.g. video, photos, texts etc.) about this meeting by third parties does not imply endorsement by the organizers.

B. Accreditation, registration and access

1. Press accreditation and registration is required to attend this meeting. Press registration is free. If you wish to register, please send an email to communication@ehaweb.org or communications@ebmt.org with:
 - a copy of your press credentials,
 - a letter of assignment from the media organization being represented,
 - two bylined medical/health/science articles published within the last 6 months.

Your credentials will be checked and when approved, you will receive a confirmation.

2. Company or media outlet business cards or membership cards are not accepted as credentials.



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3. Press registration is open to any media outlet and /or its press representative with a maximum of 2 registrations per outlet. The following representatives and outlets are eligible for media credentials; journalists/reporters, freelance journalists, online media, broadcast media (TV, radio), editors, medical journals, newsletters, and medical blogs.
4. The following representatives are not eligible for media credentials; companies or organizations producing publications, videos, and/or other electronic media intended for internal use, marketing, advertising, financial analysis, or PR purposes. Also, financial analysts, sales, advertising, marketing or public relations personnel, representatives from companies that post videos of scientific sessions for medical education purposes of creating continuing medical education (CME) or other commercial content (e.g. webcasts, online or printed educational modules, etc.) and third-party organizations and professional societies with informational products, are not eligible for media credentials.
5. The decision of EHA and/or EBMT regarding all press registration requests is final.

C. Embargo Policy

1. Any media outlet or press representative wishing to attend this meeting must respect any and all embargoes set by EHA and EBMT.
Press representatives who receive embargoed material from EHA and EBMT must understand that it is for their individual use and shall not distribute the embargoed information to anyone else prior to the embargo release. Embargoed materials include – but are not limited to – original journal articles, abstracts from scientific meetings, written news releases, audio/video new releases, slides and any other materials associated with the scientific information being presented or published.
2. Embargoed materials as well as results and information related to sessions at this meeting are strictly confidential and cannot be disclosed in any manner or for any purpose prior to the lifting of the embargo by EHA and EBMT.
3. For this meeting the embargo is lifted at the start of the scientific session in which the concerned presentation/study is scheduled.
4. Please note that embargoed materials (as defined in C.1) may be protected by copyright and cannot be reproduced without prior permission from the author.
5. Media outlets and press representatives are expected to abide by all provisions of the Media and Embargo Policy and ensure that any member of staff or any third party acting on their behalf and/or under their authority, whether on-site or off-site, comply with all the provisions of the Media and Embargo Policy.
6. Violation of the embargo policy by any media outlet, press representative, member of staff or any third party acting on behalf of and/or under the authority of any media outlet or press representative is a contractual breach. The person/entity who released the information (i.e. the press representative who wrote the story/conducted the interview etc.) will be held accountable. EHA and EBMT reserve the right to bar any representative who fails to adhere to this policy or who misuses his/her media privileges to engage in activities other than



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journalistic pursuits from this meeting and any future meetings by the organizers.

D. Video, photography and audio recording

1. Films, photos (including screenshots), recordings taken during this meeting are subject to protection of intellectual property, image and personality rights.
2. Filming, recording and photographing of this meeting's sessions is prohibited.
3. Slides from scientific sessions are copyrighted and may not be published without prior approval from the organizers and author(s).
4. The decision of EHA and/or EBMT is final regarding all video, photography and audio recording requests.