



ESMO MEDIA POLICY

ESMO welcomes media interested in obtaining information and reporting on cancer issues.

Media representatives are required to observe and abide by the ESMO Media Policy, which applies to all ESMO events.

ACCREDITATION REQUIREMENTS

A PRESS badge (with a black identification ribbon) will be issued upon verification of media credentials.

Journalists who wish to attend the ESMO 2014 Congress need to present **a letter of assignment and an official press card** for recognised:

- Journals, magazines, newspapers (trade and mainstream)
- News agencies and newswire services
- Broadcast media
- Online media

• Information officers of academic institutions, scientific societies, registered medical research charities or patient advocacy groups can request a Press badge, provided they will prepare and publish a report from the ESMO 2014 Congress. A copy of the report from previous meetings should be forwarded together with the media registration request.

• Freelance journalists are required to submit an official letter of assignment and two bylined medical/health/science articles published within the previous six months and coverage from the previous year's congress (if applicable).

• Companies or organisations producing publications, videos and other products intended for educational purposes (with a commercial component) can request one Press badge for the actual editor.

• Photographers or camera crew members accompanying approved media representatives can obtain a Press badge provided they fulfil the media registration form criteria but they will not have access to embargoed material.

Representatives engaged in the following are NOT entitled to register as media and receive a Press badge but are welcome to register as regular participants:

- Public relations agencies
- Advertising, communications and media agencies
- Sales and marketing
- Financial analysis
- Pharmaceutical companies

MEDIA REGISTRATION

Media representatives must register for the ESMO 2014 Congress through an online form, available at

http://www.formstack.com/forms/esmo-media_registration_form_esmo2014

A copy of the press card and a letter of assignment must be uploaded on to the registration system.

The ESMO Press Office reserves the right to withhold approval of press registration if the applicant does not satisfy the criteria for press registration or if the media registration form is sent without the requested supporting documents.

The ESMO Press Office reserves the right to bar from a current or future meeting any person who provides false information about their affiliation or credentials.

Media registration in advance is strongly recommended!

Pre-registration closure: Thursday, 18 September 2014

Media representatives who have pre-registered and are unable to attend the event are kindly requested to inform the ESMO Press Office as soon as possible, thank you.

ACCESS AND FACILITIES

The Press badge entitles to:

- Access the ESMO Press Centre
- Attend the ESMO official press conferences and press briefings
- Attend all sessions in the official Congress programme
- Access the ESMO 2014 Congress webcast

The ESMO Press Centre (including a working room equipped with electrical sockets, internet access, food & beverage and other facilities to support journalists work, private interview rooms and the press conference room) is open only to registered members of the working press. Identification will be required.

ESMO press releases, abstracts and other relevant information will be available in the ESMO Press Centre.

Private interview rooms will be available upon request, on a first-come, first-served basis. A booking system will be available in the ESMO Press Centre.

Use of interview rooms is regulated in half-hour increments.

Accredited media representatives who require private interview rooms for longer periods are required to send a written request to the ESMO Press Office within 5 September 2014.

VIDEO, PHOTOGRAPHY AND AUDIO RECORDING

ESMO press conferences and press briefings can be audio and video recorded.

Filming outside of the ESMO Press Centre is subject to authorisation by the ESMO Press Office. A written request must be sent two weeks in advance to the ESMO Press Office (media@esmo.org). Requests will be approved on a case-by-case basis. Filming crews will have to be accompanied by an ESMO Press Office representative.

Video recording of the Congress sessions is only possible for few minutes (news coverage). Video recording of the Congress sessions without authorisation is prohibited.

Photographing during sessions is allowed for personal and non-commercial use only, i.e. photos cannot be published or reproduced in any way.

ESMO reserves the right to exclude any entity that fails to adhere to this policy from the present Congress, at its own complete cost, and from any future event.

EMBARGO POLICY

Each press document will include detailed embargo information. Journalists are required to observe and respect embargoes as indicated on each document.

- ➔ Abstracts accepted for presentation to the ESMO 2014 Congress, will be made public in two groups
 - **Wednesday 17 September 2014**
 - **Wednesday 24 September 2014**
- ➔ Late-breaking abstracts will be made public at the **beginning of the official Congress session** during which they are presented.
- ➔ **Abstracts selected for the official ESMO Press Programme (_PR suffix) will be made public at the end of the official Press Conference or at the beginning of the Congress session during which they are presented, whichever comes first.**

**Exact embargo time will be communicated at a later stage
and will be printed on individual press documents.**

For any inquiries, please contact

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