

## 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 will be issued upon presentation of a letter of assignment and an official press card for recognized:

- Journals, magazines, newspapers (trade and mainstream)
- News agencies
- Broadcast media
- Online media
- Information officers for academic institutions, scientific societies or registered medical research charities

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

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

- Public relations
- Sales and marketing
- Advertising, communication and media agencies
- Pharmaceutical companies

### Media registration

Media representatives must register for the IMPAKT 2014 Conference through an online form, available at [http://www.formstack.com/forms/esmo-media\\_application\\_impakt\\_2014](http://www.formstack.com/forms/esmo-media_application_impakt_2014). A copy of the press card and a letter of assignment must be uploaded on to the registration form.

The IMPAKT Press Office reserves the right to withhold approval of press registration if the applicant does not satisfy the criteria for press registration and if the media registration form is sent without the requested supporting documents. The IMPAKT 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 although on-site registration will still be possible.

## Access and facilities

The PRESS badge entitles to attend:

- All sessions listed in the Event program, including scientific and educational sessions

The IMPAKT Press Centre is open only to registered members of the working press. Identification will be required.

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

## Video, photography and audio recording

Crews filming outside of the IMPAKT Press Centre must submit a request to the IMPAKT Press Office and be accompanied by an IMPAKT Press Office representative.

Video recording of the official sessions is only possible for few minutes (news coverage) and must be requested to the IMPAKT Press Office ([media@esmo.org](mailto:media@esmo.org)). Video recording without authorization is prohibited.

Photographing of slides is prohibited.

## Embargoes

Journalists are required to observe embargoes as indicated on each press document, thank you!

### ***For further inquiries, please contact***

IMPAKT Press Office  
C/O  
ESMO Press Office  
via L. Taddei 4  
CH-6962 Viganello-Lugano  
Switzerland  
Tel. +41 (0)91 973 19 04  
Fax +41 (0)91 973 19 93  
E-mail: [media@esmo.org](mailto:media@esmo.org)

Organizers



Collaborators

