

1. PURPOSE OF DOCUMENT

The purpose of this document is to enable effective cooperation between all press representatives and the European League Against Rheumatism (EULAR). It should establish mutual appreciation for all professional, ethical and legal aspects of reporting from the 'Annual European Congress of Rheumatology EULAR 2018' and provide guidelines on how to plan successful reporting from the event.

2. PREREQUISITES

Request for permissions

- Whenever the guideline states permission must be obtained, requests should be submitted **at least three weeks prior to the start of the congress**
- Permission requests should be addressed to either the EULAR Secretariat or the officially appointed EULAR Press Agency - see glossary for address details

Copyright of presentation material at the congress

- All material presented in the scientific programme is the intellectual property of the authors and all rights reside with them – it is vital that EULAR can reassure authors that their latest findings in science and research are best protected from unauthorised use and unwanted dissemination

Protection of intellectual property

- Recording of presented material without proper authorisation by the holder of rights must be considered a violation of copyright and will be prevented by the organisers of the congress
- All unauthorised recording of material will result in the intervention of EULAR mandated security personnel
- All registered media are permitted to record (including filming or still photography) during press conferences and interviews that are held within the confines of the official press area or other designated spaces. Registered media are also permitted to take photographs to be used for reference and to ensure accuracy (not to be reproduced), except in the case where the presenter has requested no photographs be taken; please see section 4 for further details relating to filming and recording

3. EULAR ABSTRACT EMBARGO POLICY

Accepted abstracts are published in a special supplement to the “Annals of Rheumatic Diseases – The EULAR Journal” at the congress (the ‘Abstract Book’). The abstracts are made available on the EULAR website, as well as the official EULAR Itinerary Planner and the EULAR Mobile App, approximately one month prior to the congress in order they can be used for information and planning purposes. Information contained in abstracts may not be released until the abstract appears online.

Academic institutions, private organisations and companies, whose value may be influenced by information contained in an abstract, may issue a press release to coincide with the availability of an abstract on the EULAR website. Any earlier reporting will be considered a violation of the embargo.

However, only the information contained in these abstracts can be reported on in the media. Any information that goes beyond that contained in the abstract (e. g. discussion of the abstract in the light of any additional information that will be available at the time of the meeting) is embargoed until 00:01 CET on the opening day of the congress. Embargoed materials include – but are not limited to – original journal articles, posters, late-breaker abstracts, graphics, slides and other written, audio and video materials associated with the scientific information being presented at the congress.

Direct or indirect individual publication of the abstracts will not be approved and may constitute a violation of the copyright and/or the EULAR Embargo. Violation of the embargo may result in the abstract being withdrawn from

the congress and/or other measures deemed appropriate.

It is not considered a violation of this policy if an abstract or information thereof is presented elsewhere before 31 March 2018, if acceptance is still pending at the time of the regular abstract submission deadline (usually end of January). It is the responsibility of the submitting author to inform any other interested parties about this policy.

4. VIDEO AND PHOTOGRAPHY

All registered press have permission to record during press conferences and interviews that are held within the confines of the official press area without approval from the EULAR Press Office.

Filming may only take place in designated filming areas with prior authorisation from the EULAR Press Office (whether press or industry). To request permission to film in a designated filming area please email eularpressoffice@ruderfinn.co.uk. Film crews will need to be accompanied by a filming steward at all times. Authorised filming permit badges must be worn by all relevant personnel in an immediately visible place at all times during the congress when filming, or when carrying filming equipment.

Filming in non-designated areas is strictly prohibited for all delegates, including in scientific sessions, public spaces, poster sessions and in the exhibition halls.

Photographs can be taken and used as reference to ensure accuracy by registered press, but must not be reproduced in any way or used for commercial use. Presenters have the right to request no photographs during their session and can announce this to delegates and/or include an icon in their slides to demonstrate their request. When permitted, photographs must be taken in a non-disruptive manner and should only be for personal, non-commercial use.

Professional photos will be provided on each day of the congress. Members of the media will be able to download these photos and use them to illustrate their articles at their own discretion.

The EULAR Press Office will connect media with speakers to source presentation slides, as needed. This content should not be published but may be used as a reference to support editorial content accuracy only. Sharing of slides will be dependent on the author's permission.

All unauthorised recording of material will result in the intervention of EULAR mandated security personnel and potential removal from the congress.

5. SOCIAL MEDIA

The intention at EULAR2018 is to facilitate the sharing of content within the scientific, health professional and patient communities while still respecting the copyrights and intellectual property of the presenters.

In order to achieve these important objectives, EULAR has adapted its social media, picture taking and recording regulations as per the guidelines below.

What is allowed

EULAR will allow delegates to take photographs within the scientific, health professional and patient sessions and share on social media for the purpose of disseminating educational content to the academic community.

Presenters have the right to request no photographs during their session; presenters will place an icon on slides/posters where photographs for social media sharing is NOT permitted.

Presenters have the right to request no photographs of their posters presented at the congress; they will include an icon on their poster to demonstrate their request.

Please strictly respect the wishes of the presenters should they not allow picture-taking.

What is not allowed

The recording of presentations/sessions is not allowed in any way (neither image, nor sound).

Live streaming of presentations/sessions is not allowed in any way (neither image, nor sound).

The deliberate use, integration or placement of the EULAR Congress logo, EULAR logo and all other EULAR branding visuals (including items from the EULAR network EMEUNET, PARE, YoungPARE) to achieve

endorsement with the EULAR name and brand is strictly prohibited unless prior, written permission of the EULAR Secretariat has been obtained.

In agreement with applicable Dutch laws regulating restrictions for promotional activities in the context of medical events and satellite symposia, published photographs and videos should not include any “trade names”, “brand names” and/or any product advertisement. As such, photographs of exhibition stands are not permitted.

Picture taking, recording and/or live streaming (image and/or sound) for commercial use is not permitted in any way.

Please note

When permitted, photographs must be taken in a non-disruptive manner and should only be for personal, non-commercial use.

EULAR Congress 2018 hashtag

Congress delegates are invited to share information on social media using the official EULAR Congress hashtag #EULAR2018

EULAR press social media channel

The EULAR press social media channel is:

Twitter: @EULAR_Press

EULAR social media channels

The official EULAR social media channels at the EULAR Congress in 2018 are:

Twitter: @eular_org

Facebook: @eular.org

EULAR Network social media channels

The EULAR Network is active over the following social media channels:

EMEUNET: Twitter and Facebook: @EMEUNET

EULAR-EMEUNET Journal Club: @EULAR_JC

PARE: Twitter: @ArthritisDay; Facebook: @worldarthritisdaily; Instagram worldarthritisdaily

Young PARE: Twitter @EULARYoungPARE; Facebook: @EULARYoungPARE; Instagram: eularyoungpare

6. BROADCASTING

Live and/or simultaneous broadcasting of interviews, satellite symposia, scientific sessions, educational sessions and workshops in any way is not permitted.

Delayed broadcasting is permitted only for:

- Interviews
- Company sponsored satellite symposia

For sound and image recording of satellite symposia with the purpose of presentation to a public audience or to a closed audience outside of the congress, the company holding the satellite symposium is required to obtain formal acceptance from all speakers in writing, and to send it to the organisers (MCI) at the very latest two weeks before the congress starts.

Satellite symposia must not be broadcast in any way until the first Monday following the end of the EULAR Annual Congress at which the satellite is scheduled.

7. COMPANY SPONSORED PRESS MEETINGS

Press conferences, briefings of any kind or similar group events organised directly or indirectly by the pharmaceutical industry may not be held in the congress centre and may not be organised during the official scientific programme hours. All such events with groups larger than eight participants need the prior approval of the EULAR Secretariat – contact details can be found in section 18.

Official scientific programme hours:

- Please refer to those included within the printed final programme of the congress
- Included are:

- Scientific sessions and workshops
- Abstract sessions
- Poster viewing time
- Coffee and lunch breaks
- Satellite symposia
- Official opening ceremony
- Official welcome reception

Press releases from pharmaceutical companies are bound by the 'EULAR Abstract Embargo Policy'. **Corporate press materials and product information may not be distributed in the Congress Press Area.** Due to local regulations in the Netherlands, corporate press materials must not be distributed to lay press (they may only be distributed to prescribers and/or specialist medical press); they must therefore only be distributed within the exhibition hall which has a restricted access policy.

All media alerts or press releases must be submitted to the EULAR Press Office for approval (see section 18 for contact details), refer to EULAR in the correct way i.e. the 'Annual European Congress of Rheumatology (EULAR 2018)' and should be submitted by Friday 1st June, 15:00 CEST.

The use of the EULAR name and congress logo in any fashion, by any commercial entity, for any purpose, is expressly prohibited before, during and after the congress without prior written consent of the EULAR Secretariat.

The official congress logo may be used exclusively on invitations for officially approved satellite symposia and can be requested from the EULAR Secretariat or from the EULAR Press Office.

8. ELIGIBILITY REQUIREMENTS

All accreditation activity is handled by the officially appointed EULAR Press Agency, Ruder Finn. Press registration is conducted online via the EULAR Congress website. **Registration is required to attend the congress.** Members of the press are invited to all official press conferences and are also welcome to attend all general admission scientific and educational sessions.

Journalists employed by news organisations attending the meeting for the purpose of editorial coverage will be granted (complimentary) media accreditation. Journalists are required to submit appropriate media credentials as part of their registration application before approval is granted, including:

- A photocopy of official press credentials (if available)
- A letter of assignment from the media organisation being represented
- Two by-lined medical/health/science articles published within the last six months
- Coverage from the previous year's meeting (if applicable)

Business cards or membership cards from news media, communications, or writers' organisations are not sufficient to establish eligibility. Please note that confirmation of registration via the online portal does not mean your registration is complete. Registration is not complete until the above media credentials have been supplied to the EULAR Press Office, and receipt has been confirmed: An email confirmation will be sent, and only then is approval complete.

Journalists who attended the EULAR 2017 Annual Congress (Madrid, Spain) and are requesting 2018 credentials for the same media outlet are required to submit coverage from the previous year's congress, but are not required to submit two recent by-lined articles.

Journalists must work exclusively for the media outlet for which they are credentialed by EULAR (please see exception under freelance journalists, below). Journalists who use their media privileges to work for non-credentialed organisations will have their EULAR media privileges revoked for a period of one year.

Due to space and resource limitations, registration is limited to a maximum of three representatives per media outlet, unless otherwise stated.

Registered media are not eligible for Continuing Medical Education (CME) credits.

Companies or organisations producing publications, videos, and other products intended for marketing, advertising, financial analysis, or public relations purposes may not register as media.

Financial analysts; sales, advertising, or marketing representatives; public relations personnel; book publishers and book authors; and individuals from communications, print, and online promotion services may not register as media, but are welcome to register as regular attendees.

9. FREELANCE JOURNALISTS

Freelance journalists are required to submit:

- An official letter of assignment from a news organisation
- Two by-lined medical/health/science articles published within the last six months
- Coverage from the previous year's meeting (if applicable)

A copy of the publication and proof of editorial freedom from funding sources are required to establish media status for registration (single-sponsored publications are not eligible for media registration). Publications are eligible to register a maximum of three journalists, unless otherwise noted.

Freelance journalists working for more than one media outlet will be required to confirm that the publications are credentialed by the EULAR Press Office in advance.

Freelance journalists who use their media privileges to work for non-credentialed organisations will have their EULAR media privileges revoked for a period of one year.

10. BROADCAST MEDIA

Broadcast media organisations (TV and/or radio) are eligible to register up to three representatives and must abide by the policies in the video, photography, and audio recording sections.

Production companies and documentary film crews that wish to register as media must submit a written request at least two months in advance of the meeting.

Requests will be evaluated on a case-by-case basis and must include:

- Information about the production company
- An example of previous work
- Marketing and distribution plan
- Disclosure of all sponsors (no single-sponsored films considered)

11. MEDICAL JOURNALS

Medical journals meeting all criteria below that publish original, supplemental, editorial congress coverage are eligible to register journalists:

- The journal is not sponsored by a single industrial source
- The journal has a regular editorial news section
- The journal must be peer-reviewed and publish original manuscripts
- The journal issues an official letter of assignment to journalists applying for registration

Professional societies (such as PR agencies, agencies acting on behalf of or for a pharmaceutical company at the congress) and their proprietary publications do not qualify as medical journals. Their representatives are welcome to register as regular attendees.

12. ONLINE MEDIA

Online publications that meet all the criteria below are eligible to register representatives:

- The website must provide original editorial news coverage
- Editorial content must be independent of advertising and sponsorship
- The site and its content must be overseen by an editorial board
- Advertising must include wording that clearly states all content is paid
- If the website is sponsored, there must be multiple sponsors; all sponsors must be clearly identified as such on the website

- Personal websites do not qualify for media registration
- Online media are not considered separate from their parent media companies for purposes of media registration
- Given that all material presented at the congress is of public interest and not confidential anymore, EULAR expects such publications to be accessible without prior registration to a site, even if registration is free.

13. NEWSLETTERS

Newsletters that are widely published and publicly available, and that primarily cover rheumatology news, are eligible to register journalists.

Investment newsletters are not eligible for media registration.

Representatives must submit:

- Two issues of the newsletter, each containing at least one by-lined medical/health/science article
- Coverage from the previous year's meeting (if applicable)
- Proof of editorial freedom from funding sources (single-sponsored newsletters are not eligible)

Patient advocacy organisations registered to attend the EULAR 2018 Annual Congress that publish a newsletter and which meet the criteria listed above are welcome to send one representative to attend press conferences in order to provide editorial coverage of the meeting.

14. INTERVIEW OPPORTUNITIES / FACILITIES

The EULAR Press Agency Ruder Finn is available before, during and after the congress to coordinate interviews with members of the EULAR leadership and research authors.

Private interview rooms for media use are available in the official press area on a first-come, first-served basis. Use of the interview room is limited to one hour per day. **Please contact the EULAR Press Agency to make advance reservations (contact details in section 18).**

15. IMPORTANT SECURITY AND ATTENDEE CONDUCT INFORMATION

For security reasons, EULAR 2018 Annual Congress badges will be required for admittance to all events; badges should be worn and visible at all times.

Lost badges should be reported to the registration staff immediately. The following badge policies will be in effect throughout the meeting:

- EULAR 2018 badges are the sole property of EULAR
- Badges are non-transferable
- False certification of individuals as paid EULAR 2018 attendees, misuse of badges, any method of assisting unauthorised persons to gain access to any EULAR 2018 event, or any inappropriate or unauthorised conduct will be just cause for repossessing badges of any individuals involved, and expelling all parties involved from the meeting without obligation on the part of EULAR to refund any fees.

16. VIOLATION OF THE EULAR 2018 RULES AND REGULATIONS

Violation of any of the EULAR 2018 Rules and Regulations is grounds for:

- Ineligibility for attendance at future EULAR Annual Congresses and activities
- Immediate confiscation of all illegally acquired material and content (printed material, video, sound recording, pictures, etc.)
- Immediate destruction of all illegally acquired material and content (printed material, video, sound recordings, pictures, etc.)

Any person who is dismissed from the meeting may request that EULAR reviews the matter, provided that the individual understands that such dismissal will be effective immediately and will continue until and unless EULAR

issues a contrary decision.

EULAR reserves the right to ban, from this and future meetings, any representative who fails to adhere to these policies or who misuses his/her media privileges to engage in activities other than journalistic pursuits.

17. CONCLUSION

These guidelines are an integral part of the press accreditation for the congress. Each press representative must confirm understanding and adherence to these rules and guidelines during the accreditation process. The guidelines apply to all press and media activities before, during and after the EULAR 2018 Annual Congress, independent of accreditation and/or the physical presence of a representative at the congress itself.

All press related activities not explicitly mentioned in this document need to be negotiated with the organisers at the earliest possible time. Activities not explicitly ruled in this document or not individually approved are considered inappropriate and may lead to intervention from the side of the congress organiser.

Discussions regarding the interpretation of this document are decided by EULAR.

18. CONTACT INFORMATION

Scientific Secretariat	PCO representing EULAR	Official Press Agency representing EULAR
EULAR Executive Secretariat Seestrasse 240 CH-8802 Kilchberg SWITZERLAND www.eular.org eular@eular.org	MCI Suisse SA 75 rue de Lyon CH - 1211 Geneva SWITZERLAND eular@mci-group.com	EULAR Press Office Ruder Finn UK The Salisbury 29 Finsbury Circus London, EC2M 7AQ eularpressooffice@ruderfinn.co.uk +44 (0) 20 7438 3084