



# Media Guidelines

## ERA-EDTA

### General Regulations

1. Any Press Representative (journalist, reporter, photographer, film crew member etc.) must adhere to the guidelines stipulated /mentioned here below. ERA-EDTA's embargo policy and filming/photography/recording policy are part of the media guidelines.
2. If the ERA-EDTA Media Guidelines are violated by an individual/party, ERA-EDTA may seek to take legal action against those concerned.. Furthermore,the individual/ party concerned will be immediately ejected from the ERA-EDTA Congress and will be denied access to the ERA-EDTA Congresses and all future ERA-EDTA events for the next 5 years.
3. The ERA-EDTA logo and the congress logo are the property of ERA-EDTA. They cannot be used without requesting permission beforehand.
4. The list of registered journalists will not be made available to anyone by the ERA-EDTA due to reasons relating to data privacy protection.
5. Everyone who applies for a press pass must acknowledge and accept the ERA-EDTA Media Guidelines. Otherwise access to the ERA-EDTA Congress will be denied.

### Registration

ERA-EDTA will grant press credentials to journalists employed by accredited media organisations for the purpose of editorial coverage. Official industry spokespersons, staff and communications agents are not eligible for press registration.

Journalists must submit press credentials (press card) and a letter from the editorial office of the magazine/newspaper verifying that the journalist is being sent to cover the ERA-EDTA congress. A copy of the press card and of the letter from the editorial office should be sent to

the ERA-EDTA press office (Fax +49 3643/ 7764-52; [press@era-edta.org](mailto:press@era-edta.org) ). Company, media outlet business cards or membership cards are not accepted as credentials. The decision of the ERA-EDTA Press Office is final regarding all press registration requests.

**IMPORTANT INFORMATION:** All journalists attending the congress and/or the press events are obliged to hand in a copy of their article (about the congress, the press briefings or symposia of the congress) within 6 months from the conclusion of the congress. The copy can be sent to the press office via mail ([press@era-edta.org](mailto:press@era-edta.org)) or via post or fax (address and contact details see above).

### **Social Media Guidelines.**

All journalists are encouraged to read the Social Media Guidelines that are published on the Congress Website. Please see the link below for full details:

<http://www.era-edta2018.org/en-US/social-media-guidelines>

### **Services**

Press Registration includes:

- Access to all sessions
- Access to poster exhibition
- Access to the press briefings
- Use of the press room (working space is provided in addition to Wifi, press materials and catering)
- Interview arranged with ERA-EDTA Council members, subject to availability (please contact the ERA-EDTA Press Office 10 days prior to the congress)

### **Industry PR/Press Conferences**

- A room for a press conference can be booked at [industry@era-edta.org](mailto:industry@era-edta.org)
- Industry Press Conferences are not allowed to take place at the same date and time as the official ERA-EDTA Press Conference (the Press Conference Schedule is made available 8 weeks prior to the congress on the congress website)
- Exhibitors may distribute press releases or press kits in the Press Room (media stand available)
- The Press Room is not open for industry representatives and cannot be used for any type of meeting.
- An interview room is available, which can be booked in advance. Please contact [press@era-edta.org](mailto:press@era-edta.org)

### **Filming/Photography/Recording policy**

- Filming/recording is not allowed under any circumstances in the opening session, scientific sessions, or in the exhibition and in the poster exhibition area.
- Taking photos during the sessions is only allowed for personal use and/or Tweets.

- Exhibitors who are interested in photographing or videotaping their booth should work with the ERA-EDTA photographer. (Information regarding the fee and contacts are available via the Press Office)
- Filming/photography/recording is allowed in the ERA-EDTA Press Conferences and in interview rooms provided for this purpose.
- Filming/photography in public areas (e.g. in front of the congress building) is permitted, but we kindly ask that the privacy of the congress participants is respected.

### **Embargo Policy**

All abstracts presented at the ERA-EDTA are embargoed until the date and time of their presentation. The embargo is lifted at the beginning of the presentation, not at the beginning of the session.

### **Governing Law and Jurisdiction**

All legal relationships between the parties relating to the ERA-EDTA Media Guidelines shall be governed solely by English law.