



## **EHA Industry Media Policy**

Guidelines for industry, satellite session presenters, exhibitors and PR representatives of the before mentioned.

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### **A. General regulations**

1. Any industry, satellite session presenter, exhibitor or their PR representatives taking part in an EHA meeting or Congress must adhere to the EHA Industry Media Policy.

Satellite press events (events organized by industry in order to communicate with the media during an EHA meeting or Congress within and outside the EHA meeting location) may not take place during the program of EHA (scientific or social program) and not prior to EHA Press Briefings.

2. Anyone who infringes the EHA Industry Media Policy will be penalized. The penalty may be expulsion from the EHA meeting or Congress without reimbursement and a denial of access to all EHA meetings for a year.
3. EHA's trademarks and (affiliated) logos are property of EHA and protected by copyright and other intellectual property laws and may not be reproduced, transmitted, or distributed without the prior written consent of the EHA Executive Office.
4. Information regarding registrants is proprietary of EHA. EHA does not give, rent or sell current, past or on-site (media) registration lists.
5. Reporting in any form (e.g. video, photos, texts etc.) about EHA meetings and Congress by third parties do not imply endorsement by EHA.



## **B. Embargo Policy**

1. Industry, satellite session presenter, exhibitors or their PR representatives, may not distribute press materials at EHA meetings or Congress, without written approval from the EHA Executive Office.

Any press materials that industry, satellite session presenters, exhibitors or their PR representatives wish to release during the EHA meeting or Congress and which refers to the EHA event, must be sent by email for review by the Executive Office at least 3 weeks before the event.

2. Press materials subject to this embargo comprise any EHA related news releases or statements, including press releases, summaries, abstracts, findings etc. Industry, satellite session presenters, exhibitors or their PR representatives' press materials cannot include the EHA or affiliated logos (EHA-SWG or Congress logo), without prior EHA approval.

Press materials may be released only once the embargo is lifted by EHA.

## **C. Video, photography and audio recording**

1. Films, photos, recordings taken during an EHA meeting or Congress are subject to protection of intellectual property, image and personality rights.
2. Filming, recording and photographing of EHA meetings and Congress sessions is prohibited. Filming may be permitted in a designated, general area of the Congress, but is subject to authorization from the EHA Executive Office. Filming, recording and photographing in other areas, including the exhibition area, is strictly forbidden. Anyone found filming, recording or photographing in forbidden areas will be asked to leave the premises.
3. Slides from scientific sessions are copyrighted and may not be published without prior approval from the author.
4. EHA Executive Office staff will approve requests for filming, recording and photographing in designated areas on a case-by-case basis.
5. The decision of the EHA Executive Office is final regarding all video, photography and audio recording requests.



#### D. Other legal requirements

Exception to embargo policy - SEC regulations and similar bodies

1. In certain situations, a publicly traded company may be advised by its legal counsel that certain data from an abstract must be disclosed to the public prior to the dissemination of the abstract in order to comply with requirements of the U.S. Securities and Exchange Commission and similar European bodies or a corresponding regulatory body in the country where the company's stock is traded. Under such circumstances, EHA may grant an exception and allow the company to release limited top line data (i.e., general findings with no additional analysis, commentary, investigator quotes, etc.) from the abstract without jeopardizing its eligibility for presentation at the EHA Annual Congress.
  2. To request for an exception from the embargo policy, the following should be sent to [communication@ehaweb.org](mailto:communication@ehaweb.org) with a copy to the corresponding author of the abstract:
    - a. detailed information about the release, including the nature of the data to be included and timing of the release; and
    - b. a letter signed by a legal counsel advising that disclosure of the information is necessary to comply with applicable securities laws and that the information contained within is only the minimum necessary to ensure such compliance.
  3. The press release should note that the abstract has been submitted (or accepted, if appropriate) for presentation at the EHA Congress. EHA will evaluate these requests on a case-by-case basis and reserves the right to change the type of presentation (e.g., from oral to poster) or remove the abstract from the annual meeting program if the released information is judged to substantially detract from the novelty of the presentation.
3. Information that goes beyond that which is contained within the abstract (e.g., additional analysis, commentary, or updated information from those individuals and companies involved in the study) is embargoed until the time of the presentation. Companies planning to distribute a press release containing embargoed information must ensure that the release clearly displays the embargo date and time. The company issuing the release assumes responsibility for ensuring that embargoed releases are only distributed to reporters who will abide by EHA's embargo policy.



#### E. Termination/breach

1. It is agreed that industry, satellite session presenters and exhibitors are responsible for their actions during EHA meetings and the Congress and for any publication or press material containing results and information related to an EHA meeting.
2. Industry, satellite session presenters and exhibitors are also responsible for the action of members of their staff or any third party acting on their behalf and/or under their authority.
3. Consequently, in the event of a breach of any provision of the EHA Industry Media Policy, by any industry, satellite session presenter, exhibitor as well as member of their staff or any third party acting on the behalf of and/or under the authority of any industry, satellite session presenter or exhibitor, EHA reserves the right to immediately terminate, without notice and without prejudice to any claim for damages or other remedy by any third party, the agreement given to any registered participant and/or their representatives to present at the EHA meeting or congress, notwithstanding any other provision of the EHA Industry Media Policy.
4. Furthermore, violation of the EHA Industry Media Policy by any industry, satellite session presenter, exhibitor, member of staff or any third party acting on the behalf of and/or under the authority of any industry, satellite session presenter or exhibitors is a breach that may also lead to:
  - a) immediate barring of the industry, satellite session presenter or exhibitor presentation from the program;
  - b) withdrawal of the abstract from the scientific program;
  - c) restrictions/non-acceptance on future scientific work submission for one full year starting from the time of the EHA Industry Media Policy break;
  - d) loss of accrued priority points;
  - e) and any other measure deemed appropriate to preserve EHA rights (or its members' rights), without prejudice to any claim for damages or other remedy by any third party.
5. In the event of a breach of any provision of the EHA Industry Media Policy and the enforcement of the above-mentioned sanctions, any financial obligations to the EHA must be honored.

Any matters related to or arising from compliance with the EHA Industry Media Policy and its provisions will be governed by Dutch law and any dispute arising herefrom shall be resolved exclusively before the Courts of The Hague, the Netherlands.



EUROPEAN  
HEMATOLOGY  
ASSOCIATION



If you have any questions, please contact the Communication and Media department of the EHA Executive Office:

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