

EHA Industry Media Policy

The EHA Industry Media Policy provides the official guidelines for the participation of industry partners and their media representatives to the EHA Congress, its press program, and its facilities. This policy applies to 'industry' and 'industry representatives', which is defined by EHA as referring to pharmaceutical and biomed companies, including but not limited to sponsored sessions and their faculty (chairs & presenters), exhibitors, PR representatives or other affiliates.

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A. General regulations

1. Any industry or industry representative taking part in an EHA Congress must adhere to the EHA Industry Media Policy.
2. Anyone who infringes the EHA Industry Media Policy will be penalized. The penalty may be expulsion from the EHA Congress without reimbursement and a denial of access to all EHA Congresses 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. Ancillary events regulations:

- The organization of education or scientific events outside the Sponsored Sessions of the Congress is not allowed.

- Request may be made to EHA for the purpose of organizing other events for Congress guests/participants during the Congress other than those described in the sponsor prospectus, including but not limited to social events or side meetings.

- The Congress Secretariat must receive a full outline of the Event before May 1, 2021. Please allow at least five working days for EHA to review the Event.

- The proposed event cannot take place during the program of the EHA (scientific and/or social program) including the thematic days. Unapproved events are not allowed to take place. If they do take place, the sponsoring company (companies) will be penalized as set out in article 13 of the EHA Terms and Conditions, notwithstanding all other rights of EHA.

- Satellite Press events cannot take place during the program of EHA (scientific and/or social program) and not prior to the EHA Press Briefing(s). The communication department (mailto:communication@ehaweb.org) must receive a full outline of the press event before May 15, 2021 for review.

6. Reporting in any form (e.g. video, photos, texts etc.) about EHA Congress by third parties does not imply endorsement by EHA.

C. Embargo policy

1. Press materials subject to this embargo comprise any EHA-related news releases or statements, including press releases, summaries, abstracts, findings, etc. Industry, satellite symposia 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.

2. Industry, sponsored session presenter, exhibitors or their PR representatives, may not distribute press materials at EHA Congress, without written approval from EHA. Any press materials that industry, satellite symposia presenters, exhibitors or their PR representatives wish to release during the EHA Congress, and which refers to the EHA event, must be sent by email for review by EHA at least 3 weeks before the event.

D. Video, photography and audio recording

1. Videos, photos, recordings taken during the EHA2021 Virtual Congress are subject to protection of intellectual property, image, and personality rights.

2. Filming, recording and photographing of any part of the (live/physical, hybrid and/or fully virtual) EHA congress is prohibited. Photography of copyrighted material without the prior written consent of the study author/presenter and EHA is strictly prohibited. m. Persons responsible for illegal content capture may be penalized by EHA for their actions, by way of immediate expulsion from the congress grounds or withdrawal of platform access rights, prohibition of participation in future congresses or meetings, or there may be legal consequences depending on the nature and severity of the breach.

3. The decision of EHA is final regarding all video, photography, and (audio) recording requests.

E. Other legal requirements

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 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 Congress.

Exception to embargo policy - SEC regulations and similar bodies.

To request for an exception from the embargo policy, the following should be sent to communication@ehaweb.org with a copy to the corresponding author of the abstract:

- Detailed information about the release, including the nature of the data to be included and timing of the release; and
- 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.

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.

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.

F. Termination/breach

1. It is agreed that industry, satellite symposia 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 symposia 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 symposia 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 symposia 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 symposia presenter, exhibitor, member of staff or any third party acting on the behalf of and/or under the authority of any industry, satellite symposia presenter or exhibitors is a breach that may also lead to:

- Immediate barring of the industry, satellite symposia presenter or exhibitor presentation from the program,
- Withdrawal of the abstract from the scientific program,
- Restrictions/non-acceptance on future scientific work submission for one full year starting from the time of the EHA Industry Media Policy break,
- Loss of accrued priority points, 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 therefrom shall be resolved exclusively before the Courts of The Hague, The Netherlands.

Contact details

If you have any questions, please contact the Communication and Media department of the EHA Executive Office at communication@ehaweb.org and +31 (0)70 30 20 0 99.