



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 Annual 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.

Contents

- A. General regulations
- B. External Media Studio
- C. Embargo policy
- D. Video, photography and audio recording
- E. Other legal requirements
- F. Termination/breach

A. General regulations

1. Any industry or industry representative taking part in an EHA meeting or 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 meeting or Congress without reimbursement and a denial of access to all EHA meetings for a year.
3. Ancillary press events are events organized by industry to communicate with the media during an EHA meeting or Congress within and outside the EHA meeting location. These events may not take place during the Press Briefing of EHA on Friday, June 12, from 08:30-10:00 and Saturday, June 13, 2020, from 08:30-09:30 hours. Ancillary press events are not allowed during the Opening Ceremony and the Plenary Sessions in the EHA Congress program. The EHA Embargo policy [[link to the EMBARGO policy](#)] applies to the organization of ancillary press events.
4. 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.



5. Information regarding registrants is proprietary of EHA. EHA does not give, rent or sell current, past or on-site (media) registration lists.
6. Reporting in any form (e.g. video, photos, texts etc.) about EHA meetings and Congress by third parties does not imply endorsement by EHA.

B. External Media Studio

1. The EHA Congress is a central meeting point for many key opinion leaders from the hematology community and many interviews and reports are recorded from the congress venue.
 - a. The External Media Studio will be available to facilitate pharmaceutical companies and their media partners to record interviews and content from the Congress Center.
2. Rental period & setup
 - a. The External Media Studio will be available during the whole duration of the congress (Thursday to Sunday).
 - b. Companies will be able to rent a semi-private studio for either half day (4 hours) or full day (8 hours), which includes setup and dismantling of the equipment.
3. The rental fee includes the shell scheme studio corner and its basic furnishing (i.e. carpet, 1 table, 2 chairs). No AV or recording equipment will be provided. Promotional material can be displayed, and company logos may be shown.
 - a. The use of the EHA logo is strictly forbidden, unless prior approval has been received from the EHA Communication and Media department:
communication@ehaweb.org
4. The recorded program may not result in or appear to be a congress session.
5. The External Media Studio is accessible for Congress badges, exhibitor badges.

Only the crew/staff and the interviewee(s) are eligible at the External Media Studio. All of the crew/staff and interviewees should wear the badges at all times.
6. The crew and interviewee(s) should be registered to the Congress in any of the below categories.

Email eha@mci-group.com with the reference "EMS registration + Company name".

Congress participant	Access to sessions, exhibition & EMS	For registration information please visit: https://ehaweb.org/congress/eha25/registration/
-----------------------------	---	---



Exhibitor registration	Access to exhibition & EMS	for more information contact eha@mci-group.com .
External Media Studio registration	Access to EMS ONLY	€75

7. The official terms and conditions including cancellation policy will apply after submission of the signed application form. For more information regarding the External Media Studio, the location, setup, etc., please contact eha@mci-group.com.

External Media Studio registration includes:

- Access to the External Media Studio timeslot booked (half or full day)
- Respect of the Industry Media Guidelines
- Permission to report in any form (e.g. video, photos, texts, etc.) about own activities.

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, satellite symposia presenter, exhibitors or their PR representatives, may not distribute press materials at EHA meetings or 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 meeting or 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 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, and areas, including the exhibition and poster area, is strictly forbidden. Anyone found filming, recording or photographing in forbidden areas will be requested to cease and desist or if non-compliant will be removed from the premises. In addition, slides from scientific sessions are copyrighted and may not be published without prior approval from the author.
3. Filming may be permitted in designated general areas of the Congress, but is subject to authorization from EHA. EHA staff will approve requests for filming, recording and photographing on a case-by-case basis. A floorplan of these designated areas will be available at



the Press Center desk. The designated areas will be marked on the floor throughout the congress center.

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

E. 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 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 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.

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:
 - a. immediate barring of the industry, satellite symposia 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, and
 - e. 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.



EUROPEAN
HEMATOLOGY
ASSOCIATION



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.