



POLICY ON PRESS ACTIVITIES FOR PHARMACEUTICAL AND COMMERCIAL COMPANIES

Pharmaceutical and other commercial companies are welcome to promote their products as exhibitors at the EAACI Congress 2016 and may wish to invite journalists to attend. However, please observe the EAACI Congress 2016 Policy on Press Activities.

Whether a pharmaceutical or other commercial company is a Sponsor or an Exhibitor, the following rules apply to companies and their public relations consultants for their press activities and access to the Press Centre at the EAACI Congress 2016:

Registered journalists

Pharmaceutical and commercial companies are welcome to invite journalists. All journalists have to register using the Press Registration form in order to apply for the free Press Pass. EAACI's press list is not available for distribution to other companies. The Media Credentials Policy applies to all journalists.

Those with a Press Pass are entitled to attend:

- Press conferences
- Scientific sessions listed in the programme
- Congress exhibition

Registered journalists will be able to work in the Press Centre equipped with telephones, electrical outlets for laptop computers and on-line access. EAACI Congress 2016 press releases, abstracts and other relevant information will be available.

The organisers of EAACI Congress 2016 reserve the right to refuse a free Press Pass.

Press conferences

Companies may arrange press conferences, preferably onsite. Press conferences must be scheduled through the organisers – communications@eaaci.org. Costs for meeting rooms and equipment will apply.

Press materials

Press releases and related materials cannot be distributed between June 2 to June 15, 2016. Press releases and related materials must mention the EAACI Congress 2016. However, it must be made clear that EAACI is an independent organization and cannot, therefore, endorse medicines or products. It is the responsibility of the company and their public relations consultants to ensure that any information distributed is strictly under embargo.

Photography and recording

Taking photographs, recording or filming an EAACI Congress 2016 scientific sessions is strictly prohibited. A filmed or recorded interview may be conducted with the speaker's/s' prior approval before or after the session.



FOUNDER SPONSORS

Founder sponsors have enhanced entitlements as follow:

- Access to the Press Room where Founder Sponsors Press Kits may be placed
- Access to the Press Room by the journalists invited by the Founder Sponsors
- Access to the Press Room with standard equipment free of charge for Founder Sponsor-initiated Press Conferences, given that they do not conflict with EAACI Press activities. All extra equipment will be at the Founder Sponsor's own expense. Founder Sponsors and their PR team may use the Press Conference room (but not the room where journalists work).

PHARMACEUTICAL AND OTHER COMMERCIAL COMPANIES

Representatives engaged in the following are NOT entitled to a free Press Pass and may register [here](#):

- Public relations
- Sales and marketing
- Advertising
- Commercial exhibitions

Public relations representatives of pharmaceutical and other commercial companies may stand outside the Press Centre one hour before or after their press event in order to talk to journalists. They may not, however, go into the Press Centre in order to attract the attention of working journalists.

EAACI Headquarters

Communications

Hagenholzstrasse, 111 3rd Floor

8050 Zurich - Switzerland

Switchboard: + 41 44 205 55 33

Fax: +41 44 205 55 39

communications@eaaci.org

www.eaaci.org