INDUSTRY PRESS ACTIVITIES

Companies are welcome to organise press conferences and display of press materials on site in the ERS Press Centre.

PRESS CONFERENCE BOOKING INCLUDES:

- **Room rental**
- **Basic equipment:**
  - 1 lectern with a fixed microphone
  - Table and chairs on podium with 2 fixed microphones
  - Projector with screen
  - Roving microphone for questions from the audience
  - Seating arrangement in classroom style
  - Computer to run presentations
- **Speaker and chairperson facilities**
- **Press audience facilities**
- **1 technician in the back of the room.** The technician will be at the company’s service for the duration of the press conference. He will be in charge of lighting, audio and projection facilities.
- **Presence on the industry press conference notice board**

PRESS DOCUMENTATION DISPLAY BOOKING FORM INCLUDES:

- **Racks and shelves to display C4 folders**
- **A 25x25 cm panel with the company logo,** prepared by ERS if logo has been provided
- **Small storage space** for the documentation to be placed in the press displays.

ORGANISATION

DATES
Sunday, 10 September until Tuesday, 12 September 2017

TIME
08.00–17.00

PRICES

- **Press conference:** CHF 2,000 for 75 minutes (inclusive of the set-up / dismantling)
- **Press display:** CHF 500 or free in combination with a press conference

PROMOTION

PRESS DISPLAY AREA
ERS will promote the industry press display area and list the companies displaying press material in the ERS Press centre. Companies can display C4-format folders in the provided racks and shelves. The content must be approved by ERS prior to the Congress.

PRESS CONFERENCE ROOM
ERS will display 1 industry press conference notice board, listing all industry press conferences with company logos, provided that companies have submitted the logo and exact title on time.
PAYMENT AND CANCELLATION

A contract will be sent to companies by September 2017 together with an invoice for 100% of the amount payable.

Cancellation of the contract by the company: The company may withdraw from the contract with ERS by giving unilateral written notice to that effect in the case of cancellation made after 31 July, 2017, one hundred percent (100%) of the total amount due shall be payable to ERS.

SPECIFIC REGULATIONS FOR INDUSTRY PRESS ACTIVITIES

ACCESS

- Access to the press conference room is restricted to registered press and the registered industry representatives (maximum 6) booked therein. The list must be submitted to the ERS press office by 1 September, 2017.
- Entry to the ERS Press centre is restricted to press attendees.
- A valid registration to the Congress is necessary to access the ERS Press centre

CONTENT

- All press materials must be reviewed by the ERS press office to ensure adherence to ERS embargoes and press guidelines.
- The content of press material must pertain exclusively to scientific results presented at the ERS International Congress or to new products or devices presented in the Exhibition and newly available within the past 12 months only.
- Press material should not include commercial information, names and logos, except those of the company, and it cannot be limited to company promotion.

SET-UP

- All activities, including set-up, dismantling, testing and catering must remain within the allocated time-slot.

INTERVIEWS

- There may be a possibility of booking a time-slot in a separate interview room. The details of this will be confirmed closer to the date.

SIGNAGE

- Signage/room dressing may not extend beyond the room itself.
- The room will be indicated only via the Congress venue and ERS International Congress signposting.

CATERING

- Catering must be organised exclusively within the press conference room and through the official catering company.

ERS CONTACT

For further information on industry press activities, contact:
CORPORATE.RELATIONS@ERSNET.ORG  +41 21 213 01 23