INDUSTRY PRESS ACTIVITIES

Companies are welcome to organise press conferences and display of press materials on site from Sunday, 27 September 2015 to Wednesday, 30 September 2015 in the ERS Media Centre.

SPONSOR’S BENEFITS

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.

1 industry press conference notice board

PRESS DOCUMENTATION DISPLAY BOOKING FORM INCLUDES:

Racks and shelves to display C4 folders

Poster board to display A2 poster (vertical)

A 25x25 cm panel with the company logo, prepared by the ERS if logo has been provided

Small storage space for the documentation to be placed in the press displays.

ORGANISATION

DATES
Sunday, 27 September, Monday, 28 September and Tuesday, 29 September 2015

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

DEADLINES

1 JULY 2015
Press conference booking form to be returned to ERS.

13 JULY 2015
Press documentation display booking form to be returned to ERS.

7 AUGUST 2015
Draft version of all press materials (press packs and posters) to be exhibited within the industry press area or distributed during the press conference to be submitted to ERS for approval.

28 AUGUST 2015
Final version of all press materials to be submitted to ERS for approval.

18 SEPTEMBER 2015
- Deadline for online registration for journalists.
- List of names of staff members who will need to access to the press conference room to be sent to ERS.
PROMOTION

PRESS DISPLAY AREA
The ERS will promote the industry press display area and list the companies displaying press material in the ERS media centre.
Companies can display C4-format folders in the special racks and shelves.
A vertical A2-format poster can also be displayed by the ERS in the media centre next to the racks. This poster must be approved by the ERS prior to the Congress and must relate to the content of the press release or press kit.

PRESS CONFERENCE ROOM
The ERS will display 1 industry press conferences’ 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 July 2015 together with an invoice for 100% of the amount payable.
Full payment must be processed by August 2015.
Cancellation of the contract by the company: The company may withdraw from the contract with the ERS by giving unilateral written notice to that effect under the following term of cancellation: in the case of cancellation made after 31 July 2015, one hundred percent (100%) of the total amount due shall be payable to the 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 ERS press office.
• Entry to the press display area is restricted to press attendees.

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 congress venue and ERS 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:
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