INDUSTRY PRESS GUIDELINES AND REGULATIONS

Content:

A. Overall Regulations

B. Topic, timings & Embargoes

C. Industry Press Display Area

D. Press Conference Room

E. Press Interview Room

Main deadlines:

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 3</td>
<td>Press Conference booking form to be returned to ERS Headquarters</td>
</tr>
<tr>
<td>July 13</td>
<td>Deadline for booking press documentation display (cf. Booking from 1)</td>
</tr>
<tr>
<td>July 20</td>
<td>Allocation of the industry-sponsored Press Conferences</td>
</tr>
<tr>
<td>August 21</td>
<td>All press materials (press packs and posters), to be exhibited within the Industry Press Display area or distributed during the Press Conference, to be emailed for review to the ERS Press Office – draft version</td>
</tr>
<tr>
<td>September 4</td>
<td>Final version of all press materials, including corrections and updates to be sent to ERS Press Office. Deadline for payment.</td>
</tr>
<tr>
<td>September 4</td>
<td>List of names of staff members who will need to access to the Press Conference to be sent to ERS Press Office</td>
</tr>
<tr>
<td>September 18</td>
<td>Deadline for on-line registration for journalists</td>
</tr>
<tr>
<td>September 26</td>
<td>Delivery of approved press material on-site at the ERS Media Centre for the Industry Press Display Area</td>
</tr>
</tbody>
</table>
A. Overall Regulations

1. Registration

a. Industry and PR/communications agents taking part in the industry-sponsored press activity must have a valid Congress badge
b. In order to access the ERS Press Centre, Industry and PR/communications agents taking part in the industry-sponsored press activity must also register themselves with the ERS Press office. Please note that this is on top of the need to have a valid Congress badge.

2. ERS encourages Industry (and their PR/communications agents) to hold Industry-related press conferences, to oversee press interviews and to disseminate press material at the ERS Congress. Industry is strongly encouraged to make use of the on-site facilities that are available.

3. On-site Industry Press Activities, such as dissemination of material and interviews, must be conducted in the ERS Press Centre only and must not take place in any other area of the Congress Centre, unless permission is given to the contrary.

4. Facilities are allocated to Industry Press Activities, as follows:

a. Industry Press Display Area: for the display/dissemination of press materials
b. Press Conference Room: for industry press conferences and industry press briefings

5. The Press Conference Room is located in the ERS Press Centre of the ERS Congress Centre. The Press Centre is clearly indicated by the internal signage and Congress Centre floorplans.

6. Access to the Press Conference Room is restricted to registered press and registered Industry representatives with activities booked therein.

7. Industry must contact the ERS Press Office to discuss all planned press activities, to ensure adherence to ERS embargoes and these Industry Press Guidelines. Industry representatives who break ERS embargoes or Industry Press Guidelines may be penalised.

8. ERS does not send out invitations for individual industry-sponsored Press Conferences. A list of all Press Conferences will be displayed on-site and a daily message will be sent to journalists who opted to receive industry information with a list of the day’s press activities.

9. No press database or mailing list of registered participants is available.
10. To avoid any conflict of interest, please ensure that PR companies employed by Industry are fully aware of ERS rules and regulations.

11. Appointed Agencies:
   Application for Industry Press Activities must be submitted by the company under whose name each session is to be organised. Correspondence for the above items should be made exclusively between this company and ERS. Companies should inform ERS, in writing, which agency is appointed for which industry press activity (press release or press conference). Otherwise, no request from agencies will be taken into consideration.
   It is not the role of any given agency to make initial enquiries or reservations with ERS independently of the company. The company is responsible for communicating these guidelines to its staff and its appointed agencies. The named agency cannot fully act as if it were the company itself and the company will continue to be held entirely responsible and accountable for activities organised in its name.

B. Topics, Timings & Embargoes

All Industry Press Activities organised in relation to the ERS International Congress 2015 must conform to the ERS embargo regulations.

To ascertain when you may disseminate press materials and the timing for which you should set your embargo, you must contact the ERS Press Office to discuss your proposed activities. Press Conference slots are allocated on a first-come, first-served basis, with priority given to major sponsors and according to the topic to which they relate.

Deadline for requesting your preferred timeslot: July 20, 2015.

1. Topics, Timings & Embargoes
   The press information dissemination and embargo rules are set according to the nature of the information you are planning to communicate on. When applying to hold Industry Press Activities at the Congress, you will be asked to answer the following on the Booking Forms:

   What is the nature of the information you are communicating? Is your study or topic:

   a. Under consideration / confirmed as part of the Hot Topic Sessions
   b. Part of the official scientific Congress programme (but not a Hot Topic)?
   c. Related to the content of an Evening Symposium, Evening Mini-Symposia or Evening Expert Forum?
The individual regulations for the time of press activities – including the timing of your press conference, the timing of the dissemination of your press materials and the timing of your embargoes are outlined overleaf.

C. Industry Press Display Area / Press releases / Press documentation policy

1. Description
Pharmaceutical companies, public and private research laboratories, and manufacturers of medical equipment will have the opportunity to display Press Releases or Press Kits on exclusive racks bearing the company's logo, in the ERS Press Centre. The Industry Press Display Area is aimed at the Congress press attendees and relevant to the Congress proceedings or to the Congress Exhibition. The content of press material must pertain exclusively to scientific results presented at the ERS International Congress 2015 or new products presented in the Exhibition (product/device commercially available within the last 12 months only), and should not include commercial information, names and logos, except those of the Company.

2. Location
The Industry Press Display Area is located within the ERS Press Centre.

3. Access
Entry to the Industry Press Display Area is restricted to press attendees.

4. Rented area
Each Industry booking is for a display area consisting of:
   a. Special racks and shelves for displaying C4-format folders.
   b. Poster board, next to the racks, enabling each company, whose press releases or press kits have been approved, to display an A2-format poster (vertical). This poster has to relate to the content of the press release or press kit. The ERS logo should not be used by Industry for such promotional materials.
      I. The ERS can also prepare small panels with the company’s logo, if the logo is provided by the company in a jpeg format (25 cm x 25 cm, high resolution) by July 20, 2015.
   c. Small storage for excess stock.

5. ERS Promotion
ERS will promote the Industry Press Display Area and list the companies displaying press material in the ERS Press Centre.
6. **Materials**
Companies may display up to three Press Releases, or one comprehensive Press Kit in English and, if available, in other languages (only 20 at a time, with a maximum of 60 for the whole duration of the Congress). This number does not include the press packs distributed during a media event, if any.

All press materials (press packs and posters) to be exhibited within the Industry Press Display area must be sent by email in an electronic format for review by the ERS Press Office by August 21, 2015 in a draft form. Final version, including corrections and updates has to be sent by September 4, 2015 at the latest. Companies are requested not to remove / pick-up any press packs belonging to any other Industry press display companies.

7. **Staff**
A member of staff overseeing the Industry Press Display Area will be available throughout the Congress duration as follows:

- September 27, 28, 29  
  08:00–19:00
- September 30  
  08:30–13:30

This member of staff will be responsible for the answering of press enquiries, the general upkeep of the room, and the replenishment of individual display table supplies. This member of staff will not be responsible for Industry-related tasks such as photocopying or secretarial duties.

8. **Set-up and dismantling**
Once approved by the ERS Press Officer, the press material should be delivered to the ERS Press Centre on Saturday, September 26, 2015 at the latest.
Display will be organised by the ERS staff in charge (please refer to point 7).

Industry representatives are requested to organise the collection and/or disposal of their excess materials following the closure of the Congress.

9. **Cost and payment**
Display area in the Industry Press Display Area is rented out only on 4-day package basis at a cost of CHF 500 (VAT not included). The display is free for companies that have booked a slot for an Press Conference.

The invoice will be sent for payment by September 4, 2015.

Any cancellation received after September 4, 2015 will be subject to a 100% cancellation charge.
Bookings will be handled on a first-come first-served basis until all display spaces have been filled and priority is given to companies who have booked a slot for an Industry Press Conference. Please use the Press Documentation Booking Form to apply for display space within the Industry Press Display Area. Approval of this request and confirmation of the booking will be sent to all applicants by ERS.

To reserve your display area, please confirm by July 13, 2015.

10. Questions / queries

All queries regarding Industry Press activities can be made to:

European Respiratory Society
Marketing & Corporate Relations Department - Att. Alexandre Delage
CH – 1003 Lausanne, Switzerland
Tel: +41 21 213 01 23
Fax: +41 21 213 01 00
E-mail: alexandre.delage@ersnet.org

D. Press Conference Room

1. Description
Any media event organised at the ERS International Congress (press conferences, interviews, etc.) shall be carried out in the ERS Press Centre only and shall pertain exclusively to scientific results presented at the Congress. **It shall not be limited to company promotion.**

This year’s room for the ERS International Congress has a capacity of 60 people in classroom style, including audiovisual facilities (listed below) and a full-time technician.

2. Location
The Press Conference Room is located within the ERS Press Centre.
3. **Dates and timing**

The dates and time slots allocated for Press Conferences are, as follows:

**Dates:**
- Sunday, September 27, 2015
- Monday, September 28, 2015
- Tuesday, September 29, 2015

**Time-slots (Sunday):**
- 13:00 to 14:15
- 14:30 to 15:45

**Time-slots (Monday / Tuesday):**
- 12:45 to 14:00
- 14:15 to 15:30

In the unfortunate event of a clash arising between industry-sponsored Press Conferences and the ERS Press Conferences, please be advised that minor adjustments to the schedule might have to be considered.

4. **Access**

Entry to the Industry Press Conference Room is restricted to journalists with valid Press badges. We strongly recommend journalists to apply for free press registration (on-line registration, by September 18, 2015 at the latest) on our website (www.erscongress.org). Journalists will also have the opportunity to register on-site.

In addition to Press Conference’ Speakers, who will have free access to the Press Conference Room for the duration of the event, a maximum of six members of Industry company's staff (Industry officials and their PR / event management representatives, technicians, marketing representatives) may access the ERS Press Centre during the booked period of the press conference. To help speed up access to the Press Centre, Industry is requested to provide the ERS with the final list of names of the relevant staff members by September 4, 2015. Please make sure your national branches are informed in advance of this rule and their staff is included to this list. Please note that only the people whose names appear on the list will be let into the Press Conference Room. Also, every person wanting to access the Press Centre will need to have a valid Congress badge.
5. Facilities
The Industry Press Conference Room accommodates an audience of 60 in theatre style set-up. The top table will be set-up to allow for several speakers in a row, and this can be extended / adjusted according to needs.

Speaker and chairpersons facilities
Lectern with microphone, with laptop connected to a beamer
Chair & table to sit 2 people, incl. 2 microphones
Screen

Press audience facilities
Microphones in the room for questions from the audience.

Staff
1 full-time technician located in the back of the room.

6. ERS Promotion
ERS will promote the Press Conferences onsite in the ERS Press Centre if the final title of the press conference has been provided before the above-mentioned deadlines.

7. Materials
Press Conference Room clients may minimally decorate the room but should be advised that all activities, including set-up, dismantling, testing and catering, remain within the allocated time slot. In order to fulfil this requirement, you might prefer to announce your press conference to external audiences as starting 15 minutes after the beginning of the time slot confirmed by ERS.

Press materials distributed at the Congress shall comply with the regulations contained in the section “Industry Press Display Area/Press releases Press documentation policy” (cf section C.) and, in particular, shall not contain product brand names.

It is companies’ responsibility to ensure that corporate messages are in compliance with all relevant compliance regulations.

All press materials (press packs and posters) to be distributed within the Press Conference area must be sent electronically (draft form) for review by the ERS Press Office by August 21, 2015. Final version, including corrections and updates has to be sent by September 4, 2015 at the latest.

Signage / room dressing may not extend beyond the room itself. No additional signposting will be allowed outside the room. The room will be indicated only by means of the congress venue standard signposting and ERS International Congress 2015 signage.
Only one panel (A3 maximum) with the name of the company will be authorised on the Industry Press Conference Room door and only during the rented period. This panel has to be provided and set-up by the company holding a press conference in the room. Other than this A3 panel, any signposting bearing your company's logo and/or name will be removed. No ERS logos may be used.

8. **Staff**
A member of staff overseeing the Press Conference Room will be available throughout the Congress duration (please refer to point C.7 for details).

Should you require any specific room decoration, you should organise your own staff to handle this directly.

9. **Catering**
Companies hosting a Press Conference can organise catering provided that it is organised exclusively within the Press Conference room and through the official catering company (see details below). ERS should be informed of any arrangements.

Please note that time used for catering should be within the allocated time-slot. The area planned for catering is limited (e.g. small buffet capacity). Alcohol may not be served during day-time events.

**Contact for catering:**
Mrs Tia Bethlehem,
Email: es@rai.nl
Phone: +31 20 549 1928.

10. **Set-up and dismantling**
Set-up and dismantling should be conducted within the allocated time-slot. The set-up and tidying away of catering, if any, should also be conducted within the allocated time-slot.

11. **Cost and payment**
Rental of the Press Conference Room is charged at **CHF 2’000** for a 1h 15-slot.

Invoices related to Press Conference Room will be sent by August 4, 2015.
Any cancellations received after **August 4, 2015** will be subject to a 100% cancellation charge. Space is limited so bookings will be handled according to the Bookings Allocation Procedure outlined below. Please use the appropriate Booking Request Form to formally apply for time slot(s) within the Press Conference Room. Approval of this request and confirmation of the booking will be sent to all applicants by the ERS Marketing and Corporate Relations Department.

**12. Booking Allocation Procedure**

Since only one Press Conference Room is available on-site, bookings are competitive and thus are allocated according to the following procedure set by ERS. No booking requests are official until confirmed in writing by the ERS Marketing and Corporate Relations Department:

- Priority is given to major sponsors (i.e. companies organising an evening symposium) dealt with on a first-come, first-served basis.
- Requests from other companies will then be treated on a first-come, first-served basis.
- In the unfortunate event of a clash arising between industry-sponsored Press Conferences and the ERS Press Conferences, please be advised that minor adjustments to the schedule might have to be considered.

**13. PR agency and/or sub-contractors involved in the organisation of Industry press events**

The above guidelines apply to your company and any PR agency and/or any other sub-contractors involved in the organisation of your press event. It is your responsibility to ensure that all persons involved in the Press Conference, including national branches, are aware of the above guidelines and especially of the various deadlines.

**14. Questions / queries:**

All queries regarding Industry Press Conference Room bookings and regulations should be directed to the ERS Marketing and Corporate Relations Department on the contact details below:

**European Respiratory Society**  
Att. Alexandre Delage  
Ave Ste-Luce 4  
CH – 1003 Lausanne, Switzerland  
Tel: +41 21 213 01 23  
Fax: +41 21 213 01 03  
E-mail: alexandre.delage@ersnet.org.
E. Press Interview Room

The ERS will make available a Press Interview Room close to the Press Centre. Requests should be made in advance and will be considered on a first-come first-served basis. Please direct your questions to Alexandre Delage (alexandre.delage@ersnet.org).

The room can be rented at the price of 150CHF / hour.