# INDUSTRY PRESS GUIDELINES

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I. Overall Guidelines

1. Registration
   a. Industry and PR/communications agents taking part in industry-sponsored press activities 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.

2. Booking an Industry Press Activity
   a. ERS accepts bookings for an Industry Press Activity that are made by an agency on behalf of a company.
   b. In such an event, the company should directly inform ERS, in writing, which agency is appointed for which industry press activity.
   c. The company is responsible for communicating the ERS Industry Press Guidelines to its staff and its appointed agencies.
   d. The company will be held entirely responsible and accountable for activities organised in its name by its appointed agency.

3. Respecting the embargo policy
   a. Industry must contact the ERS Press Office to discuss all planned press activities, to ensure adherence to ERS embargoes and these Industry Press Guidelines.
   b. Industry representatives who break ERS embargoes or Industry Press Guidelines may be penalised.
   c. The penalty for individuals not abiding by the Industry Press Guidelines and ERS embargoes may be ejection from the ERS International Congress.
   d. In order to ensure that the ERS Embargo policy is read and understood, Industry and PR/communications agents taking part in the industry-sponsored press activity will have to confirm on their booking form that they will abide by the ERS Embargo policy.

4. Limitations
   a. The logo and the branding of ERS cannot be used by the Company or its agency without the express consent of the ERS Press Office.
   b. 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.
   c. No press database or mailing list of registered participants is available.
II. 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.

The majority of the congress abstracts, including late breaking abstracts, will appear online on the congress website at 00:01am CEST on 27 August 2016 and can be reported from that time onwards. Abstracts forming part of the official ERS media programme may be held back from publication until the day of presentation at the Congress and must be embargoed to the date of presentation. Please check with the ERS Press Office for information about exact times of embargoes on these abstracts.

III. Opportunities for the Industry

a) Staff
A member of ERS staff will be available in the Press Centre throughout the Congress duration as follows:

September 4, 5, 6, 08:00–19:00
September 7 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 catering, or tasks such as photocopying and printing on your behalf.
b) Main contacts

<table>
<thead>
<tr>
<th>Booking - Industry Press activities</th>
<th>ERS Press Office</th>
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<tr>
<td>Alexandre Delage</td>
<td>Lauren Anderson</td>
</tr>
<tr>
<td>Corporate Funding Manager</td>
<td>Press and Communications Manager</td>
</tr>
<tr>
<td>+41 21 213 01 23</td>
<td>+44 114267 2876</td>
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<tr>
<td><a href="mailto:alexandre.delage@ersnet.org">alexandre.delage@ersnet.org</a></td>
<td><a href="mailto:lauren.anderson@europeanlung.org">lauren.anderson@europeanlung.org</a></td>
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c) 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. ERS needs to 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:
On demand, please contact alexandre.delage@ersnet.org

d) Approval of material

Press materials distributed at the Congress, shall comply with the regulations contained in the present document 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 Centre area must be sent electronically (draft form) for review by the ERS Press Office by: 5 August, 2016. Final version, including corrections and updates has to be sent by 13 August, 2016 at the latest.
A. Industry Press conference
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.

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

1. Location
The Press Conference Room is located within the ERS Press Centre.

2. Dates and timing
The dates and time slots allocated for Press Conferences are, as follows:

   Dates:
   - Sunday 4 September, 2016
   - Monday 5 September, 2016
   - Tuesday 6 September, 2016

   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

   Each timeslot is 75 minutes long.

3. Access
Every person wanting to access the Press Centre will need to have a valid Congress badge as well as being registered at the Press Office.

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 August 13, 2016.

Please note that only the people whose names appear on the list will be let into the Press Conference Room.
4. **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.

**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.

5. **Room dressing and signage**

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.

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

**Signage / room dressing** may not extend beyond the room itself.

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.

Any damage done to existing ERS branding / signage by a company or its agency will result in the reprint of the damaged branding or signage. The invoice for the reprint will be sent to the company or its agency.

6. **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.
7. Cost and payment

Rental of the Press Conference Room is charged at **CHF 2'000** for a 75 minutes timeslot. Invoices related to Press Conference Room will be sent in August, before the Congress.

Any cancellations of booked space received after **August** will be subject to a 100% cancellation charge.

8. Booking and 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 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.

9. 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.
B. Industry Press Display
Companies involved in the Congress 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.

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

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

3. Technical
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 June 24, 2016.
   c. Small storage for excess stock.

4. 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 a Press Conference.

The invoice will be sent for payment in August, before the Congress.

Any cancellation received from August 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.

C. 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.

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Please direct your questions to Alexandre Delage (alexandre.delage@ersnet.org).

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