



## **Guidelines for the Media Centre**

### **IDF Congress 2017, Abu Dhabi**

Organised by the International Diabetes Federation  
at the Abu Dhabi National Exhibition Center (ADNEC)  
4 to 8 December 2017



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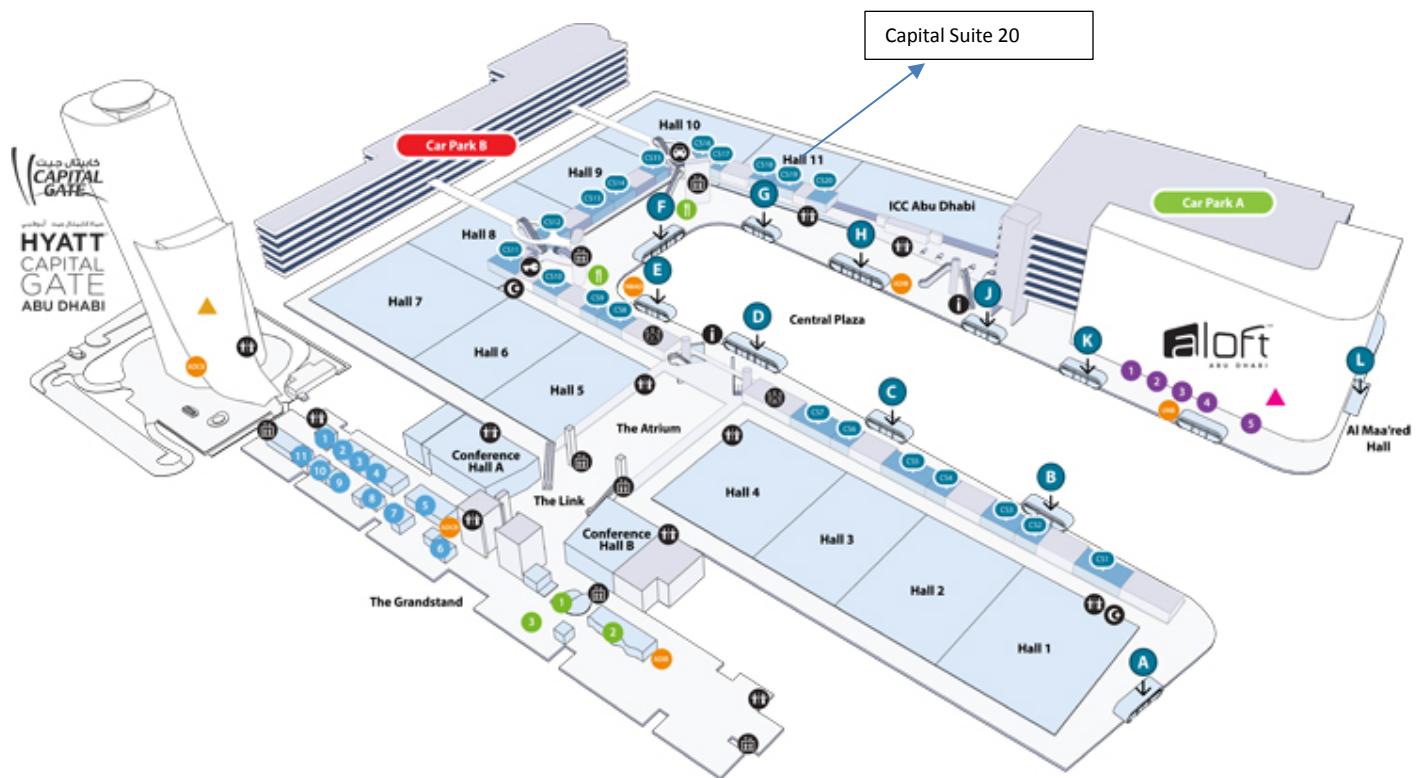
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## **MEDIA OFFICE AT THE IDF CONGRESS 2017**

### **LOCATION**

The media centre of the IDF Congress 2017 is located in Capital Suite 20 on level 1 of the Abu Dhabi National Exhibition Centre (ADNEC).

A multi-lingual communications staff will be on hand to assist journalists with stories and facilitate interviews with conference spokespeople before and during the event. The media office provides internet, power and printers.



### **OPENING HOURS**

The media office will be open as follows:

Monday 4 December 2017	10.00-17.00
Tuesday 5 – Friday 8 December 2017	08.00-18.00

### **REGISTRATION**

#### **ACCESS TO MEDIA OFFICE**

The International Diabetes Federation (IDF) provides complimentary access to its IDF Congress 2017 and the media office to credentialed members of the media, including print, broadcast, and on-line media. Only media representatives holding valid credentials will be admitted to the media office. No individual(s) representing a company, organisation or public relations firm will be allowed into the media office.

All media wishing to attend the IDF Congress 2017 must register with the media centre of the IDF. Kindly limit media registration to no more than 2 individuals per organisation.

**Pre-registration deadline: Monday November 6, 2017.**

**On-site registration:** Monday 4 December at the press registration desk located in the Concourse of ADNEC.

#### ***ACCREDITATION OF JOURNALISTS***

Credentials are subject to approval by IDF. If approved, you will receive an e-mail confirming your registration status. Only journalists holding valid credentials will be admitted to the media centre.

Valid credentials are:

- Journalist – reporter – photographer – broadcast crew: valid press ID card
- Editor: copy of business card from an established publication containing your editorial title together with a letter of assignment from the media outlet
- Freelance writer: copy of business card together with original letter containing a specific assignment from a managing editor
- Online writers: copy of business card together with a letter of assignment from the media outlet AND the following criteria:
  - The website must provide original, editorial news coverage
  - Editorial content must be independent of advertising and sponsorship
  - Advertising on the website must be clearly identifiable as such
  - Any sponsors of the website should be clearly identified as such and should be multiple in number (ie no single-sponsored websites)
  - Personal websites will NOT qualify for media credentials
- Bloggers: copy of a business card together with a letter of assignment from the online outlet, the blog URL and links to three diabetes-related posts written within the last year AND the following criteria:
  - Only blogs that have been in continuous operation for at least six months will be considered
  - Blogs must reflect current topics in diabetes, medical, health, or related news
  - Blog content must be original and updated at least once a week
  - Blog traffic must exceed a minimum of 2,000 unique visits a month
  - Blogs must demonstrate editorial freedom from advertisers and/or sponsors

- Blogs with advertising must have multiple advertisers (clearly identified)
- Single-sponsored blogs will NOT receive credentials

Representatives from qualified media outlets must represent the editorial staff, not the advertising or marketing staff. Publishers of books and magazines and representatives of sales, advertising or marketing departments of publications and broadcast outlets are NOT considered part of the editorial staff.

Additionally, IDF does NOT provide complimentary access to its media office to any media or organisation that attend on behalf of a for-profit organisation (for example, freelance reporter/writer hired by a pharmaceutical company, a writer for a media outlet that is developed or supported exclusively by for-profit companies, a writer representing the interests of an advertiser, etc).

Companies or organisations producing publications, videos, and/or other products intended for marketing, advertising, financial analysis or public relations purposes may not register as media. Financial analysts, public relations personnel, and/or individuals from communications, print and online promotion services may not register as media. These individuals may register for the IDF Congress 2017 as regular attendees.

**In order to qualify for a press badge**, please complete the media accreditation form available at [www.idf.org/congress](http://www.idf.org/congress)

You must also indicate that you or your media outlet is not attending on behalf of a for-profit organisation.

### **MEDIA GUIDELINES**

1. No filming or photography is allowed, under any circumstances, during any of the programme sessions, including general sessions, symposia, oral presentations or workshops. Interviews with speakers must be filmed in the media centre with the approval of IDF media office staff.
2. No filming or photography is permitted on the Exhibition Floor, including in the area for poster presentations, unless approved and accompanied by media office staff.

### **PRE-EVENT PROMOTION OF SCIENCE BEING PRESENTED**

1. There is a strict embargo on the science findings being presented at the Scientific Sessions (this applies to all information included on the abstract device). However, companies and agencies may pitch their science-related abstracts in advance to the media as long as (1) they pitch the abstracts *one-on-one* to the media; no materials may go out on any wire service (e.g., PR Newswire, Business Wire, etc.) ahead of the embargo and (2) the strict embargo is respected and the stories do not appear before the embargo date/time, in particular as it relates to the release of research findings.

2. Specific embargo information is as follows:

- General Posters and Publish Only papers are embargoed until 10:00am local Abu Dhabi time, on December 5, 2017
- All other papers are embargoed until immediately following their presentation.

Any media representatives violating the above guidelines will be asked to leave the IDF Congress 2017 and will not be granted press credentials at future meetings.

#### ***DISPLAY OF PRESS MATERIALS***

Organisations wishing to display information for members of the media attending the IDF Congress 2017 are subject to the following guidelines:

1. Only media information directly related to an abstract that is included in the abstract book will be permitted.
2. This media information (e.g. news releases, fact sheets, etc.) must be confined to the specific abstract in question.
3. IDF will not permit any product-specific literature, company, or product promotional materials in the media information package or media office.
4. IDF must approve media information materials prior to their display, and reserves the right to disapprove the materials for any reason.
5. On or before November 17, 2017, a review copy of the media information should be sent to the attention of Lorenzo Piemonte, Media Office IDF Congress 2017, International Diabetes Federation, 166 Chaussée de la Hulpe, B-1170 Brussels, Belgium; tel: +32 2 5431624; fax: +32 2 538 5114 ; e-mail [media@idf.org](mailto:media@idf.org).
6. After November 17, 2017, interested parties should bring a review copy of their press materials to the congress media office. They will be asked to “sign in” and leave their materials with the IDF staff person on duty. IDF will review the materials and determine their acceptability.
7. Materials that are accepted will be displayed in the media office on a table separate from IDF press materials. Materials should be submitted to an IDF staff person working in the media office. You are encouraged to periodically check on the number of available copies left and replenish the supply since the media office staff will not be able to reproduce copies for you.

### **PHOTOS & MEDIA MATERIALS**

Photographic coverage of the congress and other materials will be provided. All media materials will be available for download from a shared folder, more details upon confirmation of registration. All photos will be made available free of charge but will remain the property of IDF.

When used by third parties, the caption will feature the words: “Photo: International Diabetes Federation /[photographer’s name]”.

### **CORPORATE PRESS EVENTS DURING THE CONGRESS**

Companies or agencies that are planning to host press conferences/media briefings related to the IDF Congress 2017 on any of the official Congress days are requested to inform the International Diabetes Federation (IDF) in advance, regardless of whether the event will be held at the Congress center or at any other location in Abu Dhabi. Please inform the media office ([media@idf.org](mailto:media@idf.org)) by November 6, 2017 of any media events you plan to organize.

### **CONTACT**

For any further media enquiries and media guidelines regarding the IDF Congress 2017, please contact:

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