



Guidelines for the Media Centre

IDF Congress 2019, Busan

at BEXCO - 2 to 6 December 2019



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MEDIA CENTRE AT THE IDF CONGRESS 2019

LOCATION

The media centre of the IDF Congress 2019 is located in the BEXCO Exhibition Center I level 2, room 215 and the press conference room in room 214 next to the media centre.

The media center team will assist journalists with stories and facilitate interviews with conference spokespeople before and during the event. The media centre provides phone/fax/modem lines, computers with internet access and self-service print stations.

OPENING HOURS

The media centre will be open as follows:

Monday 2 December 2019 10.00-17.00

Tuesday 3 – Friday 6 December 2019 08.00-18.00

REGISTRATION

ACCESS TO MEDIA CENTRE

The International Diabetes Federation (IDF) provides complimentary access to the IDF Congress 2019 and media centre to accredited members of the media, including print, broadcast, and online media. Only media representatives holding valid credentials will be admitted to the media centre. No individual(s) representing a company, organisation or public relations firm will be allowed into the media centre, unless authorised by IDF staff.

All media wishing to attend the IDF Congress 2019 must register, either in advance of the Congress or onsite. Registration is restricted to two individuals per organisation.

Pre-registration deadline: November 4, 2019.

Onsite registration: 2-5 December 2019 at the media registration desk located in the BEXCO Exhibition Center I.

MEDIA ACCREDITATION

Media 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.

IDF does NOT provide complimentary access to its Congress or media centre to any media representative or outlet 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 2019 as regular attendees.

To register as a media delegate, please complete the online accreditation form available at <https://www.idf2019busan.org/media>

Information regarding media registrants is proprietary. IDF does not give, rent or sell current or past media registration lists.

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 staff.
2. No filming or photography is permitted on the Exhibition Floor, including in the area for poster presentations, unless approved by IDF staff.

PRE-EVENT PROMOTION OF SCIENCE BEING PRESENTED

1. There is a strict embargo on the scientific findings presented at the IDF Congress 2019. 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 Busan time, on December 3, 2019
 - 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 2019 and will not be granted media credentials at future IDF meetings.

DISPLAY OF MEDIA MATERIALS

Organisations wishing to display information for members of the media attending the IDF Congress 2019 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 centre.

4. IDF must approve media information materials prior to their display, and reserves the right to disapprove the materials for any reason.

A review copy of the media information should be sent by **18 November, 2019** to:

Lorenzo Piemonte

Media Centre IDF Congress 2019

media@idf.org.

After the deadline, interested parties should bring a review copy of their press materials onsite to the IDF 2019 congress media centre. 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.

5. Materials that are accepted will be displayed in the media centre on a table separate from IDF press materials. Materials should be submitted to an IDF staff person working in the media centre. You are encouraged to periodically check on the number of available copies remaining and replenish the supply. Media centre staff will not reproduce copies for you.

PHOTOS & MEDIA MATERIALS

Photographic coverage of the IDF Congress 2019 and other materials will be provided on demand. All media materials will be made available free of charge and will be accessible for download from a shared folder. All IDF Congress 2019 media materials remain the property of IDF.

CORPORATE PRESS EVENTS DURING THE CONGRESS

Companies or agencies that are planning to host press conferences/media briefings related to the IDF Congress 2019 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 media centre or any other location in Busan. Please inform the media centre (media@idf.org) by November 4, 2019 of any media events you plan to organize.

Cancellation policy

Should the function be cancelled 30 days or more prior to the function date, no cancellation fee will be charged.

Within 30 days of the function date:

- A 10% administrative fee will be charged if the slot can be resold
- The total fee will be charged if the slot cannot be resold

CONTACT

For any further media enquiries and media guidelines regarding the IDF Congress 2019, please contact:

Lorenzo Piemonte

Media Centre, IDF Congress 2019

media@idf.org

Tel: +32 2 543 16 24 / Fax: +32 2 538 51 14