



## **Guidelines for Media**

### **IDF World Diabetes Congress 2022**

Lisbon, Portugal

5-8 December 2022

Organised by the International Diabetes Federation  
at the Centro de Congressos de Lisboa (CCL)

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## **MEDIA CENTRE AT THE IDF WORLD DIABETES CONGRESS 2022**

### **LOCATION**

The media centre for the IDF World Diabetes Congress 2022 is located in room 1.13 on level 1 of the CCL.

Multilingual staff will be on hand to assist media with stories and facilitate interviews with congress spokespersons during the event. The media centre offers phone & modem lines, computers with internet access and printers to serve as self-service print stations.



### **OPENING HOURS**

The media centre will be open as follows:

Monday 5 December 2022	10.00-17.00
Tuesday 6 – Thursday 8 December 2022	08.00-18.00

### **REGISTRATION**

### **ACCESS TO MEDIA CENTRE**

The International Diabetes Federation (IDF) provides complimentary access to the IDF World Diabetes Congress 2022 (onsite and online) and the media centre (onsite) to credentialed members of print, broadcast, and online media. Only media representatives holding valid credentials will be granted access. No individual(s) representing a company, organisation or public relations firm will be allowed into the media centre.

All media wishing to attend the IDF World Diabetes Congress 2022 must register, either online at [www.idf2022.org/registration/media](http://www.idf2022.org/registration/media) or onsite. Media registration is limited to no more than 3 individuals per organisation.

**Online pre-registration deadline:** Monday November 7, 2022.

**Onsite registration:** Monday 5 December at media registration desk located in Foyer A of the CCL.

#### ***MEDIA ACCREDITATION***

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

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.

The following may not register as media:

- 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.
- Financial analysts, public relations personnel, and/or individuals from communications, print and online promotion services.

These individuals may register for the IDF World Diabetes Congress 2022 as regular attendees.

**To register as media**, please complete the media accreditation form available at [www.idf2022.org/media/registration](http://www.idf2022.org/media/registration)

Media completing the form must indicate that they are not attending on behalf of a for-profit organisation.

#### ***NOTES ON ACCESS TO MEDIA CENTRE***

**No individual(s) representing an organisation, company or public relations firm will be allowed into the media centre.** Access will only be allowed to a room allocated to media if the organisation has rented the room.

As a courtesy to media representatives, IDF strongly discourages individual(s) representing an organisation or a public relations firm from standing immediately outside or near the media centre in an effort to meet with 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 media centre 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 centre 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 Lisbon time, on December 5, 2022
  - All other papers are embargoed until immediately following their presentation.

Any media representatives violating the above guidelines will be asked to leave the IDF World Diabetes Congress 2022 and will not be granted media credentials at future meetings.

### ***DISPLAY OF MEDIA MATERIALS***

Organisations wishing to display information for members of the media attending the IDF World Diabetes Congress 2022 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.
5. Media information should be sent for review on or before November 18, 2022 to [media@idf.org](mailto:media@idf.org). this date, interested parties should bring a review copy of their media materials to the media centre onsite.

They will be asked to “sign in” and leave their materials with the IDF member of staff on duty. IDF will review the materials and determine their acceptability.

6. Materials that are accepted will be displayed in the media centre on a table separate from IDF media materials. You are encouraged to periodically check the number of available copies left and replenish the supply since media centre 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 that will be communicated before the start of the Congress. All photos will be made available free of charge and remain the property of IDF.

When used by third parties, the source should be accredited as follows: “Photo: International Diabetes Federation / [photographer’s name]”.

### ***CONTACT***

For any media enquiries regarding the IDF World Diabetes Congress 2022, please contact:

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