

# ECCO'21 CONGRESS – MEDIA POLICY

## 1 General regulations

### 1.1 ECCO Logo

The ECCO Logo is the property of ECCO and is protected by Copyright. The logo must not be used, reproduced or associated with any event, website, article/document or press release without obtaining approval from ECCO.

### 1.2 ECCO Congress wording

The ECCO Congress should always be referred to as the "16<sup>th</sup> Congress of ECCO" in any printed matters, publications or press releases published by media representatives.

### 1.3 Press contacts

ECCO does not provide media contacts to third party organisations.

### 1.4 Copyright

The information presented during the scientific and educational programme of the ECCO Congress is the intellectual property of the authors/speakers and all rights remain with the respective authors. Please note that the responsibility for the content of each presentation lies with the presenting author. No reproduction, re-use or transcription for any commercial purpose or use of the content is permitted without the written permission of the authors. Requests for permission for re-use can be directed to the author via the ECCO Office.

## 2 Press registration for the ECCO'21 Virtual Congress

### 2.1 Registration requirements

ECCO welcomes the attendance of accredited journalists on the ECCO'21 Virtual Congress platform. Registration is free of charge to journalists who are in possession of a valid, recognised press card. Freelance journalists need to provide an appropriate letter of assignment on headed paper from the employing organisation. Please note that company business cards or other membership cards are not accepted as press credentials. Press registration is not available to representatives of public relations companies, advertising agencies, pharmaceutical companies, and marketing or communications representatives. These representatives are welcome to register as regular participants online. Applications for media registration made via pharmaceutical, marketing or public relations companies will not be considered. It is highly recommended to register online in advance. This enables the ECCO Office to deal with any questions or issues prior to the congress.

### 2.2 Online registration during the congress

Journalists who want to register online during the congress will only be admitted after emailing the scan of a current recognised press card and a valid passport/ID card at [ecco21@ecco-ibd.eu](mailto:ecco21@ecco-ibd.eu). Only then, the ECCO Office will send out the link for the press registration.

### 2.3 Compliance regulations

According to the Austrian Pharmig Code of Conduct, non-prescribing individuals may not be exposed to any kind of promotion of prescription medicine. This has direct effects on

the industry exhibition, industry sponsored satellite symposia and advertising at the upcoming 16<sup>th</sup> Congress of ECCO.

## 2.4 Access for registered press

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The press registration entitles the media representative to access:

- Scientific programme of the ECCO'21 Virtual Congress
- e-Posters
- Media Library (incl. Abstract Book and JCC)
- Satellite Symposia during the Scientific Programme (July 8-10)
- Virtual industry exhibition area\*
- ECCO Booth & Help Desk

\*subject to media affiliation (please refer to point 2.3 for further details)

## 2.5 Press clippings

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ECCO kindly asks all registered media representatives to send their press clippings after the congress to the ECCO Office ([ecco21@ecco-ibd.eu](mailto:ecco21@ecco-ibd.eu)).

## 3 Embargo policy

All abstracts will be available on the congress website approx. 1 month prior to the congress. Information in abstracts accepted for the 16<sup>th</sup> Congress of ECCO will be under embargo from release until the start of the 16<sup>th</sup> Congress of ECCO.

Data from abstracts of oral & digital oral presentations and e-poster presentations accepted for the 16<sup>th</sup> Congress of ECCO are under media embargo until the date and time of their presentation as part of the official scientific sessions (Time zone CEST).

Copyright to abstracts on the website resides with the respective authors. No reproduction, re-use or transcription for any commercial purpose or use of the content is permitted without the written permission of the authors. Requests for permission for re-use can be directed to the author via the ECCO Office.

ECCO expects media representatives to respect the embargo policy.

## 4 Photos, filming and recording

It is forbidden to film, take screenshots or record any presentation during the scientific or educational programme and any e-poster presentation without the consent of the organiser (including smart phones, mobile devices, etc.).

No specific permission is required in order to film, take screenshots and/or record the opening page of the Virtual Congress Platform.

## 5 Third party press activities

Third parties including pharmaceutical companies exhibiting and sponsoring satellite symposia are responsible for their press activities and related press materials.

Requests to host a third-party media event must be communicated in advance to the ECCO Office.

Events should not take place in parallel with the official events or core programme of the congress. No events may be held in parallel to the official congress hours of the 16<sup>th</sup> Congress of ECCO:

- Friday, July 2, 2021, 07:00-18:00
- Saturday, July 3, 2021, 07:00-17:00
- Thursday, July 8, 2021, 11:00-19:00
- Friday, July 9, 2021: 07:15-19:00
- Saturday, July 10, 2021: 07:15-15:15

Events can be organised outside the official core programme hours of the 16<sup>th</sup> Congress of ECCO at the following times:

- Friday, July 2, 2021, from 18:00
- Saturday, July 3, 2021, from 17:00
- Thursday, July 8, 2021, from 19:00
- Friday, July 9, 2021, from 19:00
- Saturday, July 10, 2021, from 15:15

Please contact the ECCO Office at [ecco21@ecco-ibd.eu](mailto:ecco21@ecco-ibd.eu) prior to scheduling any virtual event taking place during the 16<sup>th</sup> Congress of ECCO to avoid any potential overlaps and conflict with the congress organisation.

The programme for any third-party media event needs to be submitted to ECCO for approval before press invitations are sent out.

### **5.1 Press releases & media materials**

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Third party press releases related to scientific or abstract presentations at the congress must be labelled with the abstract number, date and time of their presentation at the ECCO Congress and are under embargo until their presentation at the 16<sup>th</sup> Congress of ECCO. Press release requests need to be submitted to and approved by ECCO at least seven days before they are issued to the media.

Third party media materials must not include the ECCO Logo without written permission and must not be presented as if to imply endorsement by ECCO.