



## A new ERA for global dermatology

### Media & Press Guidelines

The 24<sup>th</sup> World Congress of Dermatology (WCD2019) is pleased to welcome Media at the WCD2019 Media Village at MiCo, Milano Convention Center, in Milan.

#### **1. General information**

The WCD2019 will take place from Monday, 10<sup>th</sup> June, to Saturday, 15<sup>th</sup> June, 2019.

The WCD2019 Media Village is located in the MiCo on the Balcony of Hall 3 / Exhibition Hall.

WCD2019 Media Village opening hours are:

- 10 June 2019 → 12.00 – 22.00
- 11-12-13-14 June 2019 → 08.00 – 22.00
- 15 June 2019 → 08.00 – 15.00

Individuals producing editorial content for a recognized print, online or broadcast news organization are eligible for press credentials.

Journalists are encouraged to apply for press credentials in advance using the online Press Registration Form on the WCD2019 website.

All media must pick up their badge at the Press Registration Desk located in the Registration Area (South Wing, level 1).

The advance registration deadline is 31 May, 2019.

It will be possible to apply for press credentials also onsite at the Press Registration Desk. Your badge will be delivered after having checked the requested documentation, please see paragraph 2.

The Press Kit will be available on-line from the 9 June, 2019.

Please note: for Media invited by Exhibitors and/or Industries, please see paragraph 8.

#### **2. Press Registration Requirements**

Press registration is required to attend any WCD2019 event and also to obtain official press releases from the WCD2019 Media Village.

Press registration is free of charge and is open to any media outlet:

- Journalists/reporters
- Freelance journalists (must declare who they are representing)
- Online media/bloggers
- Broadcast media (TV, radio)

Only individuals who are acting in an editorial capacity for a recognized print, online or broadcast news organization may register as members of the media.

To qualify for press credentials, all media must complete the online Press Registration Form and submit the following:



- for *Journalists/Reporters and Freelance journalists*: bylined samples of works giving the name of the reporter/writer:
  - Submit 2 bylined samples of your coverage of the specialty of dermatology
  - If your sample is in a foreign language, you must provide an English version that clearly denotes your bylineFor those unable to provide the requested proof a letter of the chief editorial is required.
- for *Freelance journalists*: writers must provide a letter of assignment on the news organization's letterhead. *Freelance* who cannot provide a letter of assignment, are required to submit a press card
- for *Online media/Bloggers*: Internet link with 2 bylined articles from the past six months. Bloggers must be writing for independent websites that have been in existence for at least one year and contain original, dated, editorial content about dermatology or skin, hair and nails. Content cannot be sponsored by a single product, service or company. Content must be posted at least twice a week and blogs must have a readership of more than 5.000 unique visitors per month
- for *Broadcast media*: broadcast media should provide names of news and/or information programmes. They can only be accredited if officially mandated by a broadcast station through a letter of assignment. They are required to submit broadcasting material published within the last 4 months.
- for *Technical crews*: photographers or camera crew members accompanying approved media representatives can obtain a Press badge provided they fulfill the Press Registration form criteria. It's mandatory to indicate which journalists the technical crews will be accompanying (on the online Press Registration Form).

Please note you can upload only 1 document for this reason, make sure you have entered all the required documents in one file.

Please be advised that press applications submitted without supporting documents will not be accepted.

After completing the Press Registration Form you will receive an automatic confirmation email. The WCD2019 Press Office will reserve the right to verify the information received. Within 7 days you will eventually receive the acceptance email.

If approved for registration, your meeting registration fee will be waived.

Remember that to withdraw the badge you have to present onsite:

- photo identification, such as a driver's license or passport
- media identification, such as a press credentials or business card.

The WCD2019 limits the number of press badges issued per media outlet to 5. Freelance writers contracted by a media organization and scheduled to attend this meeting are included in the total number of registrants for that organization.

### **3. *Ineligible Press Registrants***

The WCD2019 does not issue press badges to:

- publishers
- advertising, marketing, public relations or sales representatives
- industry/exhibitor press officers or their public relations consultants
- educational program developers (including writers and editors of continuing medical education content or its international equivalent)



- financial or business analysts
- trade media management personnel
- individuals who are not covering the meeting for a recognized news organization.

Any company that produces Continuing Medical Education (CME) materials (or its international equivalent) or offers CME credit with or without charge will not be considered as a recognized news organization, regardless of whether it produces editorial content as well.

Media who repurpose or have repurposed the WCD2019's meeting content into a stand-alone medium (print, broadcast or electronic) either for revenue or without charge, are ineligible to receive press credentials.

In addition, media who produce or have produced a stand-alone medium (print, broadcast or electronic) that uses the WCD2019's name or logo to imply endorsement from the WCD2019 are also ineligible to receive press credentials.

The WCD2019 reserves the right to refuse registration to any individual.

#### **4. Press Credential Access**

A press badge is required for admittance to all WCD2019 activities and must be visible at all times. There is a 50,00€ fee to issue a replacement for a lost badge.

Registered media have access to:

- *All Plenary sessions*
- *Controversy sessions*
- *Symposium and Workshop sessions* after meeting attendees have been seated and according to host company decision.
- *Exhibits and the Electronic Posters* during regular business hours. E-Posters will be displayed on computer monitors located in the Common Area during the Exhibit Tradeshow hours from 11 to 14 June 2019 from 9.00 to 17.00 and 15 June from 9.00 to 12.00
- *Opening and Closing Ceremonies.*

Members of the press who have questions for presenters should arrange interviews with them rather than ask questions during the session.

Members of the media are observers of and not participants in educational sessions.

Press registrants are prohibited from developing CME content, or its international equivalent, based on information presented at the WCD2019.

#### **5. Press are prohibited from attending**

- *Business/operational meetings of the International League of Dermatologic Societies' National and Affiliate Member Societies*, including but not limited to: annual general meetings, board of directors meetings, advisory boards, councils, committees, task forces and any special meetings/forums requiring specific membership
- *WCD Courses*
- *Welcome Reception, Social Dinner, President's Dinner, Society and/or Sponsor receptions*

#### **6. Photography, Video and Audio Recording**

Registered press **is allowed to:**



- Conduct videotaped interviews only in the designated press interview room or in the accompaniment of a Press Office staff person under special circumstance
- Audio record interviews for gathering information for accuracy and NOT for rebroadcast or reproduction and only with the express consent of the interviewee.

Registered press **is prohibited from:**

- Photographing and Videotaping in any scientific session, in the exhibit hall or the e-poster area
- Photographing scientific material, including the use of digital cameras and camera phones, in the exhibit hall, the e-poster area and the scientific sessions.

The WCD2019 Press Office will provide media with official pictures, each day.

Violations of any of these policies will result in removal from the session and immediate removal from the WCD2019.

Sessions will be closely monitored for such occurrences.

### **7. Release Time & Attribution**

Unless otherwise stated, the official release time/emabargo for material presented in scientific sessions is the date and start time of the educational session in which that material is presented. In cases in which the same material or topic is presented by one individual in two or more educational sessions, the earliest session will be considered the official release time.

The official release time/emabargo of the e-poster, abstract and late-breaking abstracts is 9 am Tuesday, 11<sup>th</sup> June 2019.

### **8. Exhibitor Media Relations**

The WCD2019 is pleased to welcome press and media invited by the Exhibitors and/or the Sponsors at the Congress. They will be identified by a badge named "Sponsor Media", personalized by name, surname and Exhibitor/Sponsor name.

Each Exhibitor/Sponsor has to send its own sponsor media list to the Press Office at [wcd2019media@thetriumph.com](mailto:wcd2019media@thetriumph.com) within 31 May 2019.

Sponsor Media can only have access to selected areas of the WCD2019 Media Village: Interview room, Photocall area and Press Conference Room.

Exhibitors may distribute press releases or press kits to the media within the confine of their booths. The WCD2019 Press Office is responsible only for media activities conducted by the WCD2019 and does not promote any products or services.

The WCD2019 is not involved in any Exhibitor/Sponsor relation activities.

Please view paragraphs 4 and 5 above to see all accessible and not accessible area for Sponsor Media.

Each Exhibitor/Sponsor can invite maximum 3 media representatives unless otherwise agreed with the PCO.

### **9. 2019 Media Village use**

Only those registered as Press may use the Press Office of the 2019 Media Village as a workspace and take advantage of Press Office amenities (set up with table, chairs, electrical



sockets and photocopiers). Due to limited space and resources, doctors and other meeting attendees who are not registered as Press will not be permitted to enter the Press Office unless they are participating in a media interview with a registered member of the press; in these cases, interviewees must be accompanied by a registered member of the press at all times and should not remain in the room for more than one hour.

Sponsor Media can accede only to the Interview Room, the Photocall area and the Press Conference Room.

The Interview Room is located into the WCD2019 Media Village. This space must be reserved in advance, on-site at the Press Office desk, and will be available on a first-come, first-served basis.

The Interview Room can be booked free of charge, for maximum 1 hour.

Equipment set-up and take-down must be completed within your reserved timeslot.

Equipment cannot be stored in the WCD2019 Media Village.

The Interview Room is available:

- Monday, 10 June → 15.00 – 17.00
- Tuesday, 11 June → 09.00 – 18.00
- Wednesday, 12 June → 09.00 – 18.00
- Thursday, 13 June → 09.00 – 18.00
- Friday, 14 June → 09.00 – 18.00
- Saturday, 15 June → 09.00 – 14.00

The Press Conference Room is located into the WCD2019 Media Village.

This space must be reserved in advance, via email at [wcd2019media@thetriumph.com](mailto:wcd2019media@thetriumph.com) and will be available on a first-come, first-served basis.

The Press Conference Room can be booked for maximum 1 hour. Ask at [wcd2019media@thetriumph.com](mailto:wcd2019media@thetriumph.com) information about the cost of the Conference Room.

Equipment set-up and take-down must be completed within your reserved timeslot. Equipment cannot be stored in the WCD2019 Media Village.

The Press Conference Room is available:

- Tuesday, 11 June → 09.00 – 18.00
- Wednesday, 12 June → 09.00 – 18.00
- Thursday, 13 June → 09.00 – 18.00
- Friday, 14 June → 09.00 – 18.00
- Saturday, 15 June → 09.00 – 12.00

### **10. Copyright Information**

The 24<sup>th</sup> World Congress of Dermatology is wholly owned by the ILDS and is not a public event. Any unauthorized use of program content, which includes, but is not limited to, oral presentations, audiovisual materials used by speakers, poster abstracts, and program papers, outlines and handouts, without the written consent of the WCD2019 is prohibited and will be grounds for termination of press credentials, a ban from future meetings and prosecution for infringement of applicable copyright law.

Handout materials are prepared and submitted for distribution by the presenters, who are solely responsible for their content.

Under no circumstances may the information presented at the WCD2019, with the exception of news releases, be republished in its original format in print, broadcast or electronic media.

The views expressed and the techniques presented by the speakers at WCD2019 sponsored educational meetings are not necessarily shared or endorsed by the WCD2019.



The WCD2019 requires speakers to disclose all relevant personal/professional relationships and unapproved or “off-label” uses of medical devices or pharmaceutical agents that they discuss, describe or demonstrate during their presentations.

Media must use their independent judgment in applying the information discussed in WCD2019 education sessions or posters.

### **11. Interpretation & application of Media & Press Guidelines**

All matters and questions not specifically covered by these press guidelines are subject to the decisions of the WCD2019. The WCD2019 reserves the right to amend or supplement these guidelines as necessary and provide notice of such changes to registered press.

Should the WCD2019 has reason to suspect that press guidelines are being violated, the WCD2019 reserves the right to amend or supplement these guidelines as necessary and provide notice of such changes to register media.

Should the WCD2019 has reason to suspect that press guidelines are being violated, the organizer of the WCD2019 reserves the right to inspect all bags, parcels, etc. for unauthorized articles (e.g., recording devices or cameras), confiscate any such articles, and/or eject and ban any member of the media for violation of the guidelines.

Thank you for your interest in covering the WCD2019. We hope that you have an informative and enjoyable experience. If you have any questions about these guidelines or the WCD2019, please contact [wcd2019media@thetriumph.com](mailto:wcd2019media@thetriumph.com), or visit the WCD2019 Media Village (Balcony of Hall 3/Exhibition Hall) while in Milan.

13 May, 2019