

## EAN 2024 – Industry Press Guidelines

### Overall Guidelines

- Industry and PR/communications agents must have a valid congress registration.
- The logo and branding of the EAN cannot be used by a sponsor/company or its agency without the express written consent of the EAN (please contact [industry@ean.org](mailto:industry@ean.org)).
- No press database or mailing list of registered participants and registered press is available.
- Photos taken by the official congress photographer will be published on the EAN website, EAN news blog *EANpages* and on social media. Please note that pictures of the exhibition are taken only for documentation and will not be used for marketing activities.

### Industry Press Display

Companies involved in the congress will have the opportunity to display press releases or press kits in a designated EAN press area. As access to the press area is limited to press attendees, this industry press display is directed towards them only.

### Press material

The content of press material must only contain scientific results presented at EAN 2023 or new products presented in the exhibition and should not include commercial information, names, or logos, except those of the contracted company. Furthermore, it is the companies' responsibility to ensure that corporate messages are compliant with all relevant compliance regulations.

### Photography & filming

The photographing or filming of booths is prohibited during the set up/breakdown of the exhibition unless the photographer is permitted by the exhibitor to take photos of their own booth and can avoid including neighbouring booths in the resulting pictures. Working pass rules apply.

To protect the EAN, its sponsors, and participants, professional filming and photography is explicitly forbidden without the EAN's prior permission. Please contact [press@ean.org](mailto:press@ean.org).

Please note that with this permission for professional filming and photography is only allowed at the sponsor's own booth (without filming neighbouring booths or the overall exhibition), at their own scientific business suite or in booked meeting rooms.

Any photographer or videographer and their crew must either be registered with the sponsor's booth staff and therefore have a valid exhibitor badge or needs full registration. All film crews must report to the press office onsite to receive a film pass (in addition to registration).

Drones, cranes or similar are not allowed, inside or outside the congress venue. The photographer's or videographer's equipment must be mobile and immediately removable if requested by the organiser or its subsidiaries.