



World Congress on Osteoporosis

Florence, Italy, May 5-8, 2010

INDUSTRY PRESS CONFERENCES

RULES & REGULATIONS

Industry press conferences will only be permitted at the IOF WCO-ECCEO10 Congress at the following times/sessions:

- ✓ Thursday May 6: lunchtime session 12.30 – 13.45 and evening 18.15 – 19.45
- ✓ Friday May 7: lunchtime session 12.30 – 13.45 and evening 18.15 – 19.45
- ✓ All press conferences must be held in the ESCEO Session Room

- The content of the press conference must deal exclusively with scientific results and papers presented in Florence. Use of product brand names should be avoided where possible.
- The contents of any press releases associated with the press conference must also deal exclusively with scientific results and papers presented in Florence.
- It is company (or contracted PR firm) responsibility to ensure that all corporate messages, use of product-related information and product logos, are in compliance with EU Pharmaceutical Law and regulations.
- All journalists and media representatives must register for the Congress. Complimentary registration is available for qualifying media by applying via <http://www.iofwco-ecceo10.org/media> where media accreditation policy is available.
- Only journalists with valid Press badges may access the press conference room.
- Press conference agenda with list of speakers must be submitted to IOF before April 15, 2010 for approval to Laura Misteli on lmisteli@iofbonehealth.org
- In order to avoid any conflict of interest, please submit press releases to the above email by April 22 for approval.
- It is essential to remain within the allocated time slot, including set-up, rehearsal, catering and dismantling. Any catering has to be organised within the ESCEO Meeting room using the official caterer of the Congress Venue (Gerist). Booking order via <http://www.iofwco-ecceo10.org/sponsors-expo>
- The above guidelines apply to all industry and any PR agency and/or any other sub-contractors involved in the organisation of the press event. It is the responsibility of the company and/or agency to ensure that all persons involved in the Industry Press Conference are aware of above guidelines.
- All companies must submit a Press Conference Booking Form to Laura Misteli on lmisteli@iofbonehealth.org as soon as possible.
- Cost of room hire for all press conferences is €2,500 plus catering.

Media Contact:

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