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## EHA Media and Embargo Policy

The EHA Media and Embargo Policy provides the official guidelines for the participation of media outlets and press representatives to the EHA Congress, its press program, and its facilities.

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### A. General regulations

- 1) Any media outlet or press representative (journalists, reporters, photographers, etc.) wishing to attend an EHA Congress and/or to obtain official press releases from the EHA must adhere to the EHA Media and Embargo Policy.
- 2) Those who violate the EHA Media and Embargo Policy may be penalized. The penalty is immediate expulsion from the EHA Congress and being blacklisted from EHA Congress for one year or more.
- 3) Persons responsible for illegal content capture may be penalized by EHA for their actions, by way of immediate expulsion from the Congress grounds or withdrawal of platform access rights, prohibition of participation in future congresses or meetings, or there may be legal consequences depending on the nature and severity of the breach.
- 4) EHA logo and affiliated logos (Congress logo/Young EHA logo, etc.) are property of EHA. They may not be used, produced or associated with any article or press release without prior written permission of EHA.
- 5) Registration applications without supporting documents, including the signed Embargo form, will not be reviewed or approved.
- 6) Information regarding media registrants is proprietary of EHA. EHA does not give, rent or sell current, past or on-site (media) registration lists.
- 7) Reporting in any form (e.g. video, photos, texts) about EHA meetings and Congress by third parties does not imply endorsement by EHA.

### B. Accreditation, registration and access

- 1) Press accreditation and registration is required to attend any EHA Congress and/or to obtain official press releases. Press registration is free.

**EHA offers two types of registration:**

1. **Full hybrid Congress registration.** The full Congress registration for Press is provided in **limited numbers** (max. four) per news organization.

It includes full access to the EHA2026 Congress program in person from June 11-14, 2026, in Stockholm, Sweden, or virtually on the Congress platform, and

- the embargoed press kit
- the online abstracts

*Please note: EHA will not organize a Press Briefing this year.*

- 2. Virtual Congress registration.** An unlimited number of representatives of media outlets eligible for press registration can register for the virtual congress. It includes full access to the EHA2026 Congress program virtually on the Congress platform, and
  - the embargoed press kit
  - the online abstracts
- 2) Media outlets and press representatives must register online. The online press registration will be open from March 1 until June 5, 2026. For your registration the following is required:
  - A copy of your press credentials
  - A letter of assignment from the media organization being represented
  - Two bylined medical/health/science articles published within the last 6 months
  - Coverage from the previous year's meeting (if applicable) attached, and
  - A signed and scanned copy of the EHA Media Embargo policy form.
- 3) Your credentials will be checked and when approved, you will receive a confirmation from the Congress Secretariat.
- 4) Company or media outlet business cards or membership cards are not accepted as credentials.
- 5) EHA considers an accredited news organization to be one that features original, editorial news coverage, that has editorial freedom from advertisers and/or sponsors, and in which advertisers and/or sponsors are clearly identified as such.
- 6) In order to be eligible, applicants must write exclusively for the news organization that has provided the letter of assignment. Media who do not write for their credentialed outlet and instead misuse their access on behalf of other publications not disclosed in the media registration request may have their media credentials revoked and access to future EHA Congresses denied.
- 7) The following registration requests will be reviewed on a case-by-case basis:
  - Non-writing editors:
    - Editorial staff participating in the EHA Congress for the sole purpose of providing editorial direction must submit one of the items listed above as well as a copy of the publication (electronic or hard copy) and coverage from last year's EHA Congress, if applicable.
    - Please also provide a copy of your press pass. If you do not have media identification, then you must provide a colophon of the publication with your name and title.
  - Online publications and bloggers: journalists reporting for online-only media outlets must work for a news organization or blog that meets the following criteria:
    - Must represent an independent website that posts original, editorial news coverage on a regular basis and not just around medical meetings.
    - Must submit evidence of current hematology/oncology-related content on website that has been published regularly over the past year.
    - Must have been in continuous operation for at least six months.
    - Registrants may be asked to submit traffic data (e.g. Google Analytics).
- 8) The following representatives are not eligible for media credentials or access to the Press Center and related press materials:

- Companies or organizations producing publications, videos, and/or other electronic media intended for internal use, marketing, advertising, financial analysis, or PR purposes,
  - Financial analysts
  - Sales, advertising, marketing or public relations personnel
  - Representatives from companies that post videos of scientific sessions for medical education purposes of creating continuing medical education (CME) or other commercial content (e.g. webcasts, online or printed educational modules)
  - Representatives from single-sponsored, investment, corporate, and institutional newsletters, and
  - Bloggers who write for company-sponsored blogs in which the blogger is paid to publish posts or content that may be created by advertisers.
- 9) **A maximum of four (4)** free Full Hybrid Congress press registrations are given per news organization. We work according to the 'first come, first serve' principle.
- 10) The decision of EHA regarding all press registration requests is final.

### C. Embargo Policy

- 1) Any media outlet or press representative, wishing to attend an EHA Congress and/or obtain official press releases from EHA, must respect any and all embargoes set by EHA. Press representatives who receive embargoed material from EHA must understand that it is for their individual use and shall not distribute the embargoed information to anyone else prior to the embargo release. Embargoed materials include – but are not limited to – original journal articles, abstracts from scientific meetings, written news releases, audio/video new releases, slides and any other materials associated with the scientific information being presented or published.
- 2) Embargoed materials as well as results and information related to sessions at any meeting organized by EHA are strictly confidential and cannot be disclosed in any manner or for any purpose prior to the lifting of the embargo by EHA.
- 3) For EHA meetings other than the EHA Congress, the embargo is lifted at the start of the scientific session in which the concerned presentation/study is scheduled. For the exact embargo information for the EHA Congress, please consult the press section on the EHA website.
- 4) Please note that embargoed materials (as defined in C.1) may be protected by copyright and cannot be reproduced without prior permission from the author.
- 5) Should circumstances arise in which publicly-traded companies ask to disclose their submitted data to the EHA Congress for legal reasons or in order to comply with Securities and Exchange Commission or similar bodies' requirements, EHA may grant exceptional permission to release specific data. EHA reserves all rights to determine what information can be released and to decline any request. The disclosure of any additional information, analysis or commentary is strictly forbidden and will be considered a breach of this Embargo Policy.
- 6) Media outlets and press representatives are expected to abide by all provisions of the EHA Media and Embargo Policy and ensure that any member of staff or any third party acting on their behalf and/or under their authority, whether on-site or off-site, comply with all the provisions of the EHA Media and Embargo Policy.
- 7) Violation of an EHA embargo by any media outlet, press representative, member of staff or any third party acting on behalf of and/or under the authority of any media outlet or press representative is a contractual breach. The person/entity who released the information (i.e. the press representative who wrote the story/conducted the interview etc.) will be held accountable. EHA reserves the right to bar any representative who fails to adhere to this policy

or who misuses his/her media privileges to engage in activities other than journalistic pursuits from the EHA meeting and any future EHA meetings.

#### **D. Video, photography and audio recording**

- 1) Films, photos, recordings taken during an EHA meeting or Congress are subject to protection of intellectual property, image and personality rights.
- 2) Filming, recording and photographing of any part of the (live/physical, hybrid and/or fully virtual) EHA congress is prohibited. Photography of copyrighted material without the prior written consent of the study author/presenter and EHA is strictly prohibited.
- 3) Accredited Press may film and photograph in designated areas in public areas and in the Press Briefing, with a special label attached to their equipment, that must be obtained from the Press Center.

#### ***Rules for Exhibitors and Session organizers:***

- Exhibitors are allowed to take photos/film in their own booth as long as they wear exhibitor badges and they do not film other booths or any participants without their express written permission. If an Exhibitor is employing filming personnel (crew), then this crew needs to wear a special label attached to their equipment, that must be obtained from the Exhibitors Desk, onsite. Any crew filming without accreditation will be asked to leave the premises.
  - During the set-up and/or dismantling of the Exhibition, the photography of booths/exhibition is not permitted; unless the filming crew is engaged by the Exhibitor to take photographs of the Exhibitor booth and under the condition that the filming crew avoids inclusion of neighboring stands.
  - During the opening hours of the Exhibition, photography in the Exhibition Area is allowed; except in cases where the crew and/or photography equipment would be an obstruction or a danger to participants/staff visiting or working in the Exhibition Area. This implies that equipment and crew must not be standing in any corridors or main aisles that could hinder crowd traffic; hence any equipment or crew must stand inside the booth surface.
- Exhibitors are strongly recommended to advise crew to respect restricted areas of the Congress Center, and activities should be limited to the Exhibition area.
- Session organizers are strongly recommended to advise crew to respect restricted areas of the Congress Center, and activities should be limited to the Session hall/room in which the Session organizer's activities are taking place.
- Session organizers and Exhibitors should not engage crew to take pictures or videos of EHA sessions.