



A GLOBAL CELEBRATION *of* DERMATOLOGY VANCOUVER, CANADA | June 8-13, 2015

www.derm2015.org

PRESS GUIDELINES

The Canadian Dermatology Association (CDA) is pleased to host the Press Office and welcome international media to the 23RD World Congress of Dermatology (WCD) being held at the Vancouver Convention Centre (VCC) in Vancouver, British Columbia, Canada.

GENERAL INFORMATION

The 23RD WCD will be held from Monday, June 8, through Saturday, June 13, 2015.

All media must pick up their badge at the Press Office located in VCC East, Room 19/20. All registration fees are waived for members of the media who meet the accreditation requirements.

PRESS ACCREDITATION

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 a press badge, a Press Accreditation Form must be completed and submitted with the following:

- Bylined samples of work.
 - Submit bylined samples of your coverage of the specialty of dermatology. Samples covering other areas of medicine will be considered at the discretion of the CDA and/or the WCD.
 - If your sample is in a foreign language, you must provide an English version that clearly denotes your byline.
- For freelance writers, a letter of assignment on the news organizations letterhead.
- For bloggers, Internet link with 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. Copy cannot be sponsored by a 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.

If pre-approved for registration, press must present the following on-site:

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



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International League of Dermatological Societies

The CDA and/or the organizers of the 23RD WCD have the right to inspect the credentials of anyone registering as a member of the media and reserve the right to refuse to register any individual as press.

PRESS ACCESS

A press badge is required for admittance to all conference sessions and must be visible at all times. There is a \$50 fee to issue a replacement badge if lost or misplaced.

Registered media have access to:

- All Plenary sessions
- Controversies, Symposia and Workshops after meeting attendees have been seated.
- Exhibits and the Electronic Posters during regular business hours. Posters will be displayed on computer monitors located in the main Exhibit Hall during the Exhibit Tradeshow hours of Tuesday to Friday, June 9 to 12, 2015 from 9:00 am to 5:00 pm.
- Opening and Closing Ceremonies

The CDA and organizers of the 23RD WCD request that media do not pose questions to presenters during the sessions. Members of the press are observers of and not participants in the educational sessions.

Eligible registrants are prohibited from developing CME content, or its international equivalent, based on information presented at the 23RD WCD.

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, President's Banquet, task forces and any special meetings/forums requiring specific membership.
- WCD Courses
- Welcome Reception, Gala Event, society and/or sponsor receptions with the exception of the Opening and Closing Ceremonies.

PHOTOGRAPHY, VIDEO AND AUDIO RECORDING

Registered press are **allowed** to:

- Conduct videotaped interviews only in the designated press interview room, [VCC East 19/20] 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 are **prohibited** from:

- Photographing and Videotaping in any scientific session, in the exhibit hall or the poster exhibit area.

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

Violations of any of these policies will result in removal from the session and immediate removal from the 23RD WCD Congress, as well as a possible ban from future meetings. Sessions will be closely monitored for such occurrences.

RELEASE TIME & ATTRIBUTION

Unless otherwise stated, the official release time for material presented in scientific sessions is the date and beginning time of the educational session where it is presented. In cases where 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 of the poster exhibits is Tuesday, June 9, 2015 at 9:00 a.m. local time.

EXHIBITOR MEDIA RELATIONS

The CDA and the WCD are not involved in any exhibitor media relations activities. Exhibitors who wish to distribute media releases to the media may do so only within the confines of their exhibit booths.

INELIGIBLE PRESS REGISTRANTS

The press badges will not be issued to: a publication's advertising, marketing, public relations or sales representatives; industry/exhibitor media officers and their public relations consultants; financial or business analysts; educational program developers (including CME writers and editors and those writing for its international equivalent); trade media management personnel; or other individuals who are not actually reporting on the meeting.

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.

UNAUTHORIZED PRESS ACTIVITIES

Any individual with a press badge who violates these guidelines will immediately forfeit his or her credentials and may be barred from future meetings. Specifically, members of the media are considered to be in violation if:

- They sell, market or represent a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor.
- They secure a press badge for the express purpose of developing CME materials, or its international equivalent, from the WCD's scientific sessions or poster exhibits.
- They are found to have misrepresented themselves or their media organization in order to obtain media credentials to cover the meeting.

INTERPRETATION & APPLICATION OF PRESS GUIDELINES

Violations of any of these guidelines may result in sanctions at the sole discretion of the CDA and the organizers of the 23RD WCD, including removal from the session and a possible ban from future World Congresses of Dermatology and CDA Annual Conferences. All matters and questions not specifically covered by these guidelines are subject to the decisions of the CDA and the organizers of the 23RD WCD. The CDA and the organizers of the 23RD WCD reserve the right to amend or supplement these guidelines as necessary and provide notice of such changes to registered media. Should there be reason to suspect these guidelines are being violated, the CDA and the organizers of the 23RD WCD 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 23RD World Congress of Dermatology.

If you have any questions about these guidelines, please contact the CDA's Director of Communications, Jennifer Scott at 613-738-1748 ext. 222 or media@derm2015.org.

I have read the above Press Guidelines of the Canadian Dermatology Association and agree to follow them in order to maintain my status as Press during the 23RD World Congress of Dermatology in Vancouver, British Columbia.

I understand that violation of any of the above guidelines will result in the revocation of my press credentials for this meeting and also may negatively impact my ability to register as media for future World Congresses of Dermatology and the Canadian Dermatology Association Annual Conference.

Signature: _____

Print name: _____

Date: _____

Media Outlet: _____