

EuroPCR MEDIA GUIDELINES 2010

FOR ALL PARTNERS

Course directors

Jean Marco
William Wijns
Patrick W. Serruys
Jean Fajadet
Marie-Claude Morice
Bernard de Bruyne
Alec Vahanian
Marc van Sambeek
Eric Eeckhout
Alberto Cremonesi
Horst Sievert
Dierk Scheinert
Carlos Ruiz
Philipp Bonhoeffer
Tian-Hai Koh

1. Partners press activities may be conducted on-site at the Palais de Congrès in Paris in the room 211, available for the EuroPCR partners and their PR representatives for free, provided the room is booked in advance with Ruder Finn representatives.

2. Holding any press conference before and/or during the opening session and the official EuroPCR press conference is NOT allowed.

May 25th Tuesday – 9:00am – 10:00am
May 25th Tuesday – 5:30pm – 6:30pm
May 26th Wednesday – 6:00pm – 7:00pm
May 27th Thursday – 11:00am – 12:00pm
May 28th Friday – 11:00am – 12:00pm

EuroPCR Press Office: Room 212/213 on level 2 - mezzanine (see attached plan)
Press conference: Room 211 on level 2 - mezzanine (30 people capacity as maximum.)

In addition to the journalists who have requested accreditation and those invited by EuroPCR, our partners may also invite other journalists. To do so, it is necessary to inform the EuroPCR press office which will ensure that journalists have not already registered:

EuroPCR Press Contact - Ruder.Finn
Delphine Geas / Charles Cuq / Frédérique Impennati
T. 01 56 81 15 10 / 02
F. 01 43 25 06 06
dgeas@ruderfinn.fr / ccuq@ruderfinn.fr / fimpennati@ruderfinn.fr

The journalists should have a press card or a written letter from their chief editor stating that they have been assigned to cover EuroPCR.

3. Industry press pack and/or promotional materials relating to press can be placed in the stand exhibition and/or at the Press Office. Materials placed in other locations around the Paris Congress Centre (with the exception of the exhibitor's stand) will be removed.

- The press releases or kits allowed in the press room and in other areas of EuroPCR must be institutional in nature or directly linked to the speeches made during the conferences, round table discussions or dinner debates.
- The partners will have the opportunity to include press releases into the EuroPCR press kit. (2 pages A4 press release as a maximum.)
 - For electronic press kit, the deadline to send press release is set on May 13th 2010.
 - To integrate the press release on site, please send 100 copies of the press release to the EuroPCR congress press office on May 25th 2010.

- Given that EuroPCR is not a commercial event, the press releases or kits must not be of a commercial nature. However, they may provide information on research and development that is currently underway.
- EuroPCR media lists or lists of press attendees from former Courses are not made available to the press or their communications representatives.

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4. There will be a computer and printer provided in the Press Office.

5. A member of staff dedicated to Press Office will be available throughout the Course. This staff member will be responsible for badge-checking, the general upkeep of the room and answering press enquiries. This staff member will not be responsible for partners-related tasks such as photocopying or secretarial duties unless this has been arranged prior to the Course.

6. The partners who wish to organise a press conference or any other type of event for journalists within the framework of the Congress must formally request authorisation by EuroPCR.

All requests should contain the following information (please fill out the appropriate form):

- Name of organisers
- Date
- Place
- Subject
- Type of event: press conference, debate
- Programme

7. Press release, Industry sponsored satellite symposia may mention EuroPCR congress but **they cannot use the EuroPCR logo**, without the official EuroPCR authorisation.

8. EuroPCR Press Contact – Ruder Finn:

For further information and/or press accreditations

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