



## EASD MEDIA GUIDELINES

62nd Annual Meeting of the European Association for the Study of Diabetes in Milan, Italy, 28 September to 2 October 2026 (EASD 2026).

EASD provides complimentary press and media registration for the EASD Annual Meeting 2026 to credentialed members of the media, including print, broadcast, and online media.

Any media representative (journalist, reporter, editor, blogger, photographer, film crew member etc.) must adhere to the guidelines stipulated here below. Failure to be compliant with the media guideline will result in loss of registration privileges and access will be denied for EASD 2026 as well as future EASD meetings. EASD may seek legal action against those concerned.

The EASD logo, The European Foundation for the Study of Diabetes (EFSD) logo and the EASD Annual Meeting logo are the property of EASD. They cannot be used without requesting permission beforehand.

The list of registered media will not be made available to third parties by EASD.

### Registration

EASD provides complimentary press registrations for journalists/editors as well as photographers/film crews covering the EASD Annual Meeting 2026. Media representatives must certify their status by providing either a valid press ID card (NOT business cards) or a letter of assignment from the editorial office of their media outlet.

Press registration is limited to no more than 3 individuals per organisation.

For online registration prior to and during EASD 2026, it is required to upload a copy of the press ID card or letter of assignment during the online registration process. No registration will be processed without providing credentials. For onsite registration in Milan during EASD 2026, media representatives are required to present the supporting documents to the staff at the onsite Press Registration counter.

Industry spokespersons or staff, individuals from public relations, communications or promotion agencies, representatives from organisations developing any continuing educational materials or programmes, and journal editors looking for potential authors and publishing options are not eligible for complimentary press and media registration.



EASD reserves the right to deny press and media registration to anybody it considers not to meet these criteria and the reason for rejection may not need to be disclosed to the individual requesting registration. The decision of the EASD Press Office is final regarding all press registration requests.

## Services

**Press registration for journalists/editors** includes access to both, the onsite congress in Milan, Italy as well as the Virtual Meeting Platform available on [easd.org](https://easd.org) to follow the congress online. In addition, journalists/editors will have access to onsite press briefings and the Press Centre and will receive EASD press releases throughout EASD 2026.

**Media registration for photographers/film crews** is for onsite visual/recording access. It includes the same services as above, except that photographers/film crews will not have access to the Virtual Meeting Platform and will not be added to EASD's press release distribution list.

## Embargo Policies

Information contained in abstracts may not be released until 1 July 2026 when the abstracts are published online. For Oral Presentations, the embargo is lifted at the beginning of the presentation; for Short Oral Discussions, the embargo is lifted at the beginning of the session in which the Short Oral is going to be presented. For ePosters, the embargo is lifted at 12:00 CEST on Tuesday, 29 September 2026.

All press releases distributed by EASD will clearly state the respective embargo time and date which may, in exceptional cases, differ from the above stated embargo policy.

## Filming, Photography and Recording

Filming, photography and recording is allowed in the Press Centre and all open (public) areas of the congress centre but we kindly ask that the privacy of the delegates and staff is respected. Filming, photography and recording is not allowed in the Lecture Halls, the Short Oral Discussion Sessions Areas, the Speakers' Lounge and the Industry Exhibition.

Filming, photography and recording in areas other than public areas is subject to prior written approval from the Press Centre staff. To photograph, film or record a presenter during his presentation, prior written approval from the presenter is required for permission to be granted by EASD. EASD does not obtain approval for those wishing to film, photograph or record a presenter.

## Filming and photography in the Industry Exhibition are strictly forbidden.

If an exhibitor wishes to grant filming or photography of his booth, please contact the INTERPLAN Industry counter onsite in the Registration Area for special permission. To request permission before the Annual Meeting, please contact Ms. Lisanne Leonhardt ([L.leonhardt@interplan.de](mailto:L.leonhardt@interplan.de)).



### **Reproduction of images, graphs and other visual representations**

Data presented during the meeting is strictly copyrighted and use of imagery or visual representations of data without the explicit permission of the abstract author/presenter is strictly prohibited.

EASD does not obtain approval for those wishing to reproduce images of graphs/data in their reporting. Failure to get permission and provide evidence of this, and failure to provide accurate accreditation, will result in a breach of copyright.

### **Third Party (Industry PR) Press Materials and Conferences**

Third parties may distribute press releases or press kits through the Press Centre. Press materials should be sent as PDF files to [press@easd.org](mailto:press@easd.org). For the congress, third parties should bring printed copies directly to the onsite Press Centre. All press materials must adhere to the EASD embargo policy by clearly stating the embargo time and date in line with the respective presentation at the Annual Meeting.

Third party press conferences are permitted however, they cannot be held at the same time as an EASD press conference.

The Press Centre is not open for industry or PR agency representatives and cannot be used for any type of meetings.

### **Governing Law and Jurisdiction**

All legal relationships between the parties relating to the EASD Annual Meeting Media Guidelines shall be governed solely by German law.