

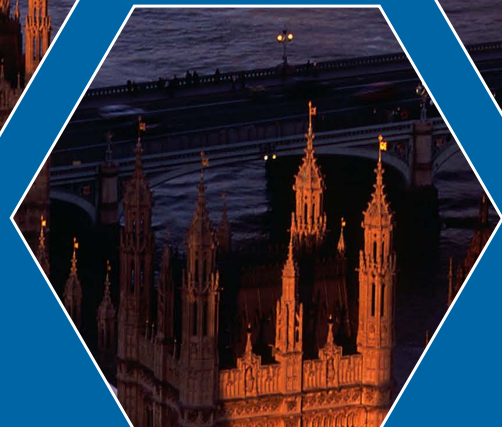


EASL | THE INTERNATIONAL LIVER CONGRESS™ 2014

49th ANNUAL MEETING OF THE EUROPEAN ASSOCIATION FOR THE STUDY OF THE LIVER

EASL CODE OF PRACTICE

FOR THE INVOLVEMENT OF
COMMERCIAL COMPANIES IN THE
INTERNATIONAL LIVER CONGRESS™
FOR LONDON 2014



LONDON.
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I. EASL (THE EUROPEAN ASSOCIATION FOR THE STUDY OF THE LIVER) – COMMERCIAL COMPANIES CODE OF PRACTICE

The purpose of this document is as follows:

- (a) To serve as a means of regulating and defining participation, contribution, privileges and obligations of commercial companies.
- (b) To define a Code of Practice which reflects the mutual commitment of commercial companies and EASL to support and organise an International Liver Congress™ by EASL of high scientific value.
- (c) To set the foundations for a conference undertaken to high ethical standards and to help companies fulfil their obligations under applicable codes, laws and regulations.

II. LIAISON BETWEEN EASL & COMMERCIAL COMPANIES

Commercial companies will receive invitations to attend, and to participate in the International Liver Congress™ – Business Meeting with the Industry (BMI) meetings to be held at the time of, but not coinciding with, EASL Governing Board (EGB) meetings.

Two meetings per year will be held between the sponsors and EASL representatives (Once at the International Liver Congress™ for a meeting debrief, and once in the spring before the following Congress at the forthcoming venue site visit).

The use of EASL's name and logo is strictly subject to approval by the EASL Governing Board. Any request to use the EASL name and logo should be directed to the EASL Office.

Wherever possible, companies must do all in their power to avoid their actions being contrary to the EASL constitution and to this Code of Practice.

Attempts to induce local organisers to provide additional benefits or privileges over and above those already agreed between them and EASL and referred to or directly implied in the EASL Sponsorship Prospectus, will result in appropriate action or sanctions by EASL and the companies.

No EASL Governing Board members will participate in any sponsors public activities during the International Liver Congress™ by EASL.

III. COMMERCIAL COMPANIES' REPRESENTATION TO EASL

Commercial companies will be represented by a maximum of two members per company. Each company will have one vote with regard to any motions concerning the commercial companies, so as to achieve a majority view of the commercial companies to be presented to EASL. The companies will nominate a liaison officer who will represent the Major Sponsors each year.

IV. AIMS OF EASL - COMMERCIAL COMPANIES' LIAISON

The ultimate aims of this liaison are as follows:

- (a) To organise and plan the EASL International Liver Congress™ to ensure that the available budget from the commercial companies is used by EASL to provide the basis for the best scientific content which will be organised in line with the EASL Constitution and Guidelines document.
- (b) To control and regulate the practices of the Professional Congress Organizer (PCO) to ensure transparent and appropriate use of funds as laid down in the EASL Constitution.
- (c) To ensure that the International Liver Congress™ is of high scientific value, professionally organised and planned in order to generate a reasonable financial surplus to support all the costs involved in the organisation of such meetings and to fund research grants, fellowships, travel bursaries and educational and scientific activities in line with the principles of the EASL Constitution and Charity Status.
- (d) **Oral and poster data should not be released before being presented during the congress. Please refer to XIV. APPENDIX 4 embargo policy.**
- (e) To provide the means for regular dialogue between EASL and the commercial companies, thereby promoting a clear understanding of mutual problems and enabling conflicts to be avoided.
- (f) To jointly contribute towards creating and maintaining a positive and professional public image of the International Liver Congress™.
- (g) To ensure that no Major Sponsor or other exhibitors at the International Liver Congress™ organise other events which conflict with the official EASL Scientific Programme, Post-Graduate Course, President dinner or satellite symposia. Representatives of commercial companies, in this context, are also deemed to be responsible for the activities of their local affiliates.

- (h) To observe the highest principles of responsibility that protect against unethical behaviour
- (i) The schedule of the International Liver Congress™ is developed to maximize attendee participation in EASL's Scientific Programme and exhibits. Commercial companies' events, may not be held during the following restricted times:
 Wednesday: Not allowed
 Thursday: 07.00-20.00
 Friday: 07.30-20.00
 Saturday: 07.30-19.00
 Sunday: 08.00-14.30
 All restricted times are reserved for EASL programs, meetings, and functions.
- (j) The commercial companies reserve the right within the daily schedules of the International Liver Congress™ to hold company staff meetings, symposium slide previews involving company staff and invited speakers only, and clinical trial investigator meetings, provided that attendance be restricted to a limited number of investigators (less than 75). Should the latter involve a large number of investigators; the commercial companies agree that these be held outside the scheduled hours of the congress.
- (k) Investigator meetings prior to and after the International Liver Congress™ are allowed by invitation only and with less than 75 participants.
- (l) Industry programmes (titles and speakers) should be reviewed by the EASL Governing Board **by December 2013.**
- (m) **All events planned at the congress venue including pre and post symposia receptions must be approved by EASL and must comply with the applicable codes, laws and regulations.**

V. CONGRESS PREPARATION

EASL will inform the commercial companies of the Congress preparation for each International Liver Congress™. Although commercial companies are welcome to express their opinion on the suitability of congress venues, it is accepted that the final decision regarding the location of the congress is to be made by the EASL Governing Board.

Nevertheless EASL will endeavour to make arrangements that will be compatible with industry codes of practice at the time of planning.

The standard format of the International Liver Congress™ is provided in Appendix 1. The present format cannot be extensively altered unless approved by the Governing Board in charge of the design and contents of the International Liver Congress™ as laid down in the Constitution.

VI. BUDGET PLANS

Both EASL and the commercial companies expect financial transparency on budget plans as well as retrospective reports evaluated with respect to those plans. Financial plans for the International Liver Congress™ income must be based on contribution guidelines as mutually agreed upon by the commercial companies' representatives and EASL Governing Board Member representatives. The commercial companies agree to comply with the agreed schedule of payments.

Current financial guidelines for the commercial companies are detailed in Appendix 2. Commercial companies and EASL will co-operate with each other to ensure financial transparency in accord with the principles of the EASL Constitution and of this document.

EASL recognises that companies are increasingly subject to reporting responsibilities with respect to their support for medical events and delegate sponsorship. These responsibilities vary between countries and companies may have different internal policies. EASL supports transparency and will attempt to accommodate company requests for assistance in discharging their responsibilities given sufficient advance warning and subject to the practicalities of providing information. The final decision rests with the EASL governing board.

VII. MAJOR SPONSORS' PRIVILEGES

The contributions paid by the *Major Sponsors* will entitle them to an exhibition space specified in article VIII, to a satellite symposium time slot and to the following 'privileges' shared equally with the other *Major Sponsors*:

- (a) *Major Sponsors* will be entitled, by ballot system, to first choice of:
 - (i) Stand location
 - (ii) Satellite Symposia (usually 90 minutes). Specific time slots are assigned to the Major Sponsors according to the guidelines listed below. There will be no more than two companies in parallel. No company-organised symposia may take place during the official International Liver Congress™ Scientific Programme (core programme, Post-Graduate Course, Business Meeting, and Official activities). No company reception or any other events are allowed during any session, including poster sessions and social events, organised by EASL. No Major Sponsors shall have two Sunday slots in two consecutive years running.

The satellite symposia time slots must be kept free of any commercial or other activity organised at any place by other Major Sponsors, Sponsors or EASL itself.

A ballot system will be used to allocate satellite symposia (time slots), advertising, exhibit stand location and other sponsorship items. The ballot will take place in the spring preceding the International Liver Congress™ by EASL with representatives of all Major Sponsors present. A designated member of the EASL Governing Board shall chair the ballot.

There will be three ballots:

- **Ballot 1: Symposia slot and exhibition space allocation**

This is the fairest means of ensuring that all Major Sponsors have equal chances regarding the allocation of symposia slots. The number of tickets for this ballot corresponds to the number of companies.

a) Sunday Symposia Slot

First, the Sunday symposia slot will be allocated by marking one ticket "SUNDAY". The company that chooses this ticket will automatically be allocated the Sunday slot. In return, this company will be the first to choose their exhibition space. Companies who had the Sunday slot the preceding year will not take part of this ballot.

b) Other Symposia slots

All companies, excluding the companies that have been assigned the Sunday symposia slot. 6 slots spread on 3 days have been included on the program. Wednesday late afternoon, Thursday and Friday late afternoon. Tickets numbered according to the number of companies present in the room will be selected randomly and will define the order of choice of the symposia slots. The company with ticket 1 will be the first to choose between the 3 available symposia slots. The company with ticket 2 will follow and so on.

c) Exhibition space

Once all symposia slots are allocated the Exhibition space ballot can begin in reverse order. The companies with the Sunday slot are entitled to choose their exhibition booths first. Then, the companies who were last to select their symposia slots will be entitled to choose their exhibition booths first. However, since there were 2 companies assigned to each symposia slot, we will firstly have to determine the order of choice of each exhibition space by organising an additional ballot with numbered tickets. Ticket number 1 will have priority over ticket 2.

- **Ballot 2: Advertising pages**

- **Ballot 3: Sponsorship items**

(b) *Major Sponsor* contribution also covers entitlement to:

- Advertisements in the Preliminary Programme and Final Programme: the order of the advertisements will be determined by a ballot*. The optional pages for advertisement are:

* Inside front cover	* Back of first page
* Back of second page	* Back of third page
* Last page before back cover	* Back of fourth page
* Back cover	* Inside back cover

- Acknowledgement of exact sponsorship items and packages on Sponsors' Board on-site.
- Acknowledgement of exact sponsorship items and packages on Sponsors' List in the Final Programme.

- Public acknowledgement of contribution
 - (i) (Internal pages only). All material must be sent to the Congress Secretariat no later than **February 15, 2014**.
 - (ii) Permission to use the phrase Satellite Symposium of the International Liver Congress™ 2014.
 - (iii) One Sponsor Symposium invitation in participants Congress bags to include the official name of the Congress: The International Liver Congress™ 2014, the 49th Annual Congress of the European Association for the Study of the Liver.
 - (iv) Symposia Programs will be included in a special section of the Final Programme.
 - (v) A newsletter mailing including text / banner provided by the major sponsor will be distributed to all registered delegates of the congress approximately 6 weeks in advance to the congress. The newsletter mailing is distributed by the Organising Secretariat.
 - (vi) Exhibitors will receive 25 free registrations maximum which allow access to the scientific sessions.
 - (vii) First choice of key hotel rooms.

VIII. SPONSOR'S GUIDELINES

(a) **Use of logos**

Sponsoring companies are free under the UK ABPI code (for pharmaceutical companies) and other applicable codes to use the ILC 2014 Congress logo upon permission by EASL for any ILC 2014 congress related communication. Any communication, document, printed or electronically matter containing the ILC 2014 Congress logo needs to be sent to the Organising Secretariat for approval. Use of the EASL logo is not permitted.

(b) **Webcasting**

Webcasting of symposia and other industry sponsored meetings is possible under the UK ABPI code (for pharmaceutical companies) and other applicable codes, however live webcasting is not permitted at ILC 2014 by EASL. Any symposium and other industry sponsored meetings which a sponsoring company wishes to webcast needs to be approved by EASL.

IX. EASL EXHIBITION GUIDELINES

The commercial companies recommend that an adequate net exhibition space be provided. Individual stand space allocation may be variable, but the following basic configuration is expected by the commercial companies for each Major Sponsor or exhibitor.

Major Sponsors - A minimum of **80m²** of exhibition space included in package (depending on the venue).

Individual stand space for other exhibitors can be purchased at a defined cost as listed in the Invitation to Industry.

Any additional booth (not included in the primary space) booked by a Major Sponsor will be charged at the standard exhibition price (cf. Sponsorship Prospectus).

Onsite marketing activities for affiliate/exhibitor events by the commercial organisation are restricted to the sponsor's exhibition booth. Sponsor's promotion of the affiliate/exhibitor or off site event is specifically forbidden in other areas of EASL designated convention center.

Scientific presentations at exhibition booth:

The exhibition area, and in particular company booths, is a promotional arena. If companies have presentations given from their booths these would have to be on-label and otherwise comply with the UK ABPI code (for pharmaceutical companies) and other applicable codes. A non-product presentation about disease science is in general permitted, but the decisions on scientific worth and whether or not something constitutes promotion is separate and additional costs will apply and will be defined by EASL. Any such presentations require prior approval by EASL both in terms of content and logistical setup. Furthermore, they need to be compliant with general exhibition guidelines and not cause disruption to other exhibitors.

X. HANDLING OF DISPUTES, CLAIMS ETC.

No agreement can foresee all eventualities or problems which may occur. Consequently it is accepted that continued dialogue will take place between commercial companies and EASL.

Any dispute, controversy or claim arising out of or relating to this agreed code of practice shall be settled by EASL's arbitration. EASL will decide on appropriate actions if necessary.

In the first instance, any problems arising in connection with the organisation of the International Liver Congress™, or participation at any EASL meeting may be discussed and resolved by the appointed representatives of the commercial companies for the particular EASL meeting with the EASL Governing Board.

At all times, each and every commercial company will respect the guidelines and indications of the EASL Governing Board with the scope of creating qualitatively excellent annual events, which take account of the requirements, contributions and expectations of all participants. EASL will, through its prospectus and contacts with the Professional Congress Organizer (PCO), ensure financial transparency of congress budgets and accounts.

XI. DURATION OF THE AGREEMENT

The present agreement shall be in force for the next International Liver Congress™ by EASL (London 2014). The financial contribution of each sponsor will be updated each calendar year according to the mean European inflation rate.

Formal review and signature of this agreement will take place at the London site inspection.

XII. GOOD BUSINESS CONDUCT

1. Companies are expected to conduct themselves in a way compatible with high standards of business conduct with respect to all aspects of their participation in the Congress.
 - (a) For example, Company employees or others acting on their behalf should not raise questions or otherwise intervene in satellite symposia sponsored by other companies with the intent of enhancing their own company products or making negative comments about competitor products.
2. Companies are expected to comply with all the applicable codes, laws and regulations that apply to their activities at the Congress and to behave in a proper and ethical manner. Companies should put in place procedures that aim to ensure compliance and guard against inappropriate behaviour including review and approval systems. They should also ensure that all relevant personnel receive appropriate training concerning compliance with applicable rules.
3. Companies will be responsible for the behaviour of the employees, affiliates and agents working on their behalf.

XIII. COMPLIANCE WITH CODES, LAWS AND REGULATIONS

1. Companies are responsible for compliance with all applicable codes, laws and regulations. They are likely to be held responsible under those rules for the actions of their employees, affiliates and agents working on their behalf. Codes and regulations include various responsibilities for approval, certification and reporting for which companies are responsible.
2. Companies should take appropriate steps to ensure compliance with all applicable codes, laws and regulations and that their actions are representative of ethical and professional interactions between commercial enterprises and healthcare professionals. Companies are advised to put appropriate training in place so that their activities are compliant with the applicable codes, laws and regulations.
3. For pharmaceutical companies, the EFPIA (European Federation of Pharmaceutical Industries and Associations) codes of practice (www.efpia.eu) identify the 'applicable codes' for international events. For the 2014 Congress held in London the UK ABPI Code of Practice for the Pharmaceutical Industry' is an applicable code. (www.pmcpa.org.uk). In addition the EFPIA codes identify the country code in which the company organising their participation is legally set up as an additional 'applicable code'. Thirdly national codes and regulations may apply requirements related to the home country of sponsored delegates and speakers. Pharmaceutical companies are responsible for checking the requirements of all applicable codes, laws and regulations.

4. Similarly for Medical Device companies the EUCOMED code (www.eucomed.be) and the UK ABHI code (www.abhi.org.uk) should be consulted.
5. The ABPI Code is a particularly active and effective Code of Practice with over 50 years experience and upwards of 100 cases adjudicated each year. Meetings regularly feature in case reports. In addition to the code itself an archive of case reports and useful advice on several important topics is contained on the PMCPA website (www.pmcpa.org.uk). The advice on 'Meetings, venues and exhibitions', 'Pre-license activities', 'sponsorship' and 'Non-promotional material and activity' are particularly relevant. The PMCPA are happy to advise companies free of charge and provide contact details on their website.
6. Some specific points to note from the ABPI code are listed below. However all companies should consult the code and code advice for full details.
 - (a) All promotional activities must be approved and certified by 'Nominated Signatories' who are registered with the PMCPA (the code authority) and the MHRA (the regulatory authority. In practice this means that all promotional material (booth panels, printed materials, electronic materials etc) and hospitality arrangements (food and drink etc) must be submitted to the UK affiliate for approval. This must be fully documented and archived.
 - (b) Non-promotional materials (e.g. press releases, non-promotional educational material etc.) must be examined for compliance with the UK code and regulations. This is likely to require submission to the UK affiliate.
 - (c) Promotion of unlicensed products and uses is not permitted anywhere. There is considerable experience in the ABPI code of where to draw the line between what is considered to be non-promotional exchange of information and what is considered promotion.
 - (d) Promotional aids (promotional gifts, giveaways) are not permitted in the UK. Only inexpensive pens and pads for use at meeting are allowed. These are being made available through an EASL sponsorship opportunity. Pens and pads cannot be distributed from booths.
 - (e) Competitions and quizzes linked to the promotion of medicines are not permitted. However quizzes which are genuine educational tests of skill for assessing participants' knowledge of a meeting topic are allowed providing they respect the professional standing of an audience. They must not be disguised promotion and no prizes must ever be offered.
 - (f) A recent ABPI code breach highlights the importance of companies being specific about the aspects of the meeting they are sponsoring in their literature. Lack of specificity could mean you are assumed to be supporting all activities at the congress.
 - (g) Hospitality for sponsored delegates must be limited to paying registration fees, food, drink and lodging. On booths, in practice hospitality will usually be limited to non-alcoholic beverages, such as tea, coffee and a glass of water, and very limited quantities of sweet, or biscuits or fruit sufficient only for a small snack.
7. Compliance with the ABPI code will not necessarily ensure compliance with the requirements of other applicable codes, laws and regulations.

XIV. APPENDIX 1

The International Liver Congress™ – Standard format of the Scientific Programme implemented by EASL.

	Wednesday	Thursday	Friday	Saturday	Sunday	
07.30		Parallel Industry Symposia	Early Morning Workshops	Early Morning Workshops		
08.00	Joint Workshops	Post-graduate Course	Basic Science Seminar	General Session	General Session	
08.30						Major Sponsor Industry Symposia
09.00						
09.30						
10.00	Coffee Break					
10.30	Coffee Break	EASL Symposia				
11.00						
11.30	Postgraduate Course	Poster Session	EU Public Health Forum	Grand Rounds	EASL Business Meeting	
12.00						General Session & Closing
12.30						
13.00		Opening Session	EASL Symposia	EASL Symposia		
13.30						
14.00		Coffee Break	Coffee Break	Coffee Break		
14.30						
15.00		Parallel Sessions	Parallel Sessions	Parallel Sessions		
15.30						
16.00						
16.30						
17.00	Coffee Break	Coffee Break	Coffee Break			
17.30						
18.00	Major Sponsor Industry Symposia	Major Sponsor Industry Symposia	Major Sponsor Industry Symposia	Parallel Industry Symposia		
18.30						
19.00						
19.30						
20.00						

Major Sponsor Industry Symposia: max. 2 in parallel

Parallel Industry Symposia: max. 8 in parallel

XV. APPENDIX 2

FINANCIAL GUIDELINES

MAJOR SPONSORS

A *Major Sponsor* will be expected to pay **148,000 Euros** (VAT not included) in order to be entitled to the privileges as outlined on pages 4-5, provided that:

- (i) The number of *Major Sponsors* does not exceed 8 (eight)
- (ii) Stand space covers a minimum of **80m²**.

SCHEDULE OF INSTALLMENTS

Major Sponsors will be asked to pay 60% of their gross total yearly contribution to EASL with the signed contract for their participation in the International Liver Congress™ 2014.

The remaining payments shall be due as follows:

- Remaining 40% **by December 2013**

Please note that all funds must be received before the start date of the Congress. Once the form has been completed and signed the cancellation policy will apply.

If a Major Sponsor decides to withdraw, EASL shall be free to renegotiate the exhibition space and satellite symposium time slot with another sponsor. Only if a current Major Sponsor wants to have a second slot, will the other Major Sponsors be consulted first.

OTHER EXHIBITORS/SPONSORS

The PCO will provide other exhibitors with their information given by EASL regarding their responsibilities (Appendix 3).

SCHEDULE OF INSTALLMENTS FOR OTHER EXHIBITORS

- 60% with the booking for the International Liver Congress™.
- Remaining 40% **by December 2013.**

Please note that all funds must be received before the start date of the Congress. The financial contribution of each sponsor will be updated each calendar year according to the mean European inflation rate.

XVI. APPENDIX 3

Rules concerning exhibitors who are not Major Sponsors.

Negotiations are made jointly with the PCO and EASL Office.

No commercial or social activity can be organized officially or unofficially by exhibitors during the congress core program, Post-Graduate Course, business meeting, President's meeting and the Major Sponsors' satellite symposia slots.

NO OTHER CHARGES IN CONNECTION WITH SPONSORSHIP
OR SUPPORT FOR ANY ASPECTS OF THE CONGRESS
OR EXHIBITION MAY BE LEVIED OR AGREED

XVII. APPENDIX 4

THE INTERNATIONAL LIVER CONGRESS – EMBARGO POLICY

International Liver Congress™ 2014 abstracts will be made publicly available on the congress website two weeks in advance of the congress – Wednesday, March 26, 2014. Abstracts posted online on Wednesday, March 26, 2014 are **NOT** under embargo.

All abstracts selected to be highlighted during official EASL Press Office activities and/or in official EASL Press Office materials, and data sets related to their presentation, will be **under embargo until the date and time of the official press conference to be hosted by EASL onsite during the International Liver Congress™ 2014**. The abstracts will be made publicly available on the congress website at the start time of the opening of the official EASL Press Conference.

On Wednesday, March 26, 2014 industry may issue a press release announcing that their abstract has been selected for inclusion in official EASL Press Office activities or in official EASL Press Office materials (abstract title only). Industry must not issue press releases - even under embargo - covering the data contained in abstracts selected to be highlighted during official EASL Press Office activities or in official EASL Press Office materials until the individual embargo for each data set lifts.

Media must not issue coverage of the data contained in abstracts selected to be highlighted during official EASL Press Office activities or in official EASL Press Office materials until the individual embargo for each data set lifts.

Journalists, industry, investigators and/or study sponsors must abide by the embargo times set by EASL.

Violation of the embargo will be taken seriously. Individuals and/or sponsors who violate EASL's embargo policies may face sanctions relating to current and future abstract submissions, presentations and visibility at EASL Congresses. The EASL Governing Board is at liberty to ban attendance and/or retract data.

Copyright for abstracts (both oral and poster) on the website and as made available during The International Liver Congress™ 2014 shall reside with the respective authors. No reproduction, re-use or transcription for any commercial purpose or use of the content is permitted without the written permission of the authors. Permission for re-use must be obtained directly from the author.

EASL PRESS EVENTS

EASL will hold an official Press Conference and Morning News Briefings during the International Liver Congress™ 2014 in London. Additional media activities may also be organised during the International Liver Congress™ 2014.

The date and time of the official EASL International Liver Congress™ 2014 Press Conference is yet to be defined. The date and time of the official EASL International Liver Congress™ 2014 Morning News Briefings is yet to be defined.

EASL MEDIA CENTRE

The official EASL media centre is open to registered and accredited media representatives only.

Media representatives will be notified about the location of the media centre at the time of their arrival and registration at the congress centre. Media representatives will be able to pick up press releases issued by EASL from this office.

1. Press activities may be conducted on-site at the Media Centre, available for accredited media representatives.
2. There will be computers, laptop connections and printing facilities provided in the Media Centre for members of the media.
3. A member of staff dedicated to the Media Centre will be available throughout the congress period. 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 press related tasks, such as photocopying or secretarial duties.

4. Coffee and refreshments will be provided in the Media Centre at no extra charge for the sole use of accredited media representatives.

5. Media representatives wishing to arrange interviews with EASL spokespersons or investigators whose abstracts were selected for presentation at the official EASL press conference should check in onsite with EASL press officers.

6. All queries regarding the Media Centre and EASL Press Office should be directed to the EASL Press Office via email: press@easl.eu

7. Media lists or lists of media attendees from former International Liver Congresses and events are not made available to the industry or their communications representatives.

8. Industry press packs and/or promotional material can only be displayed in the dedicated area clearly marked 'Industry Media Information', situated outside the EASL Media Centre. Material placed in other locations around the congress centre will be removed.

GUIDELINES FOR INDUSTRY/STUDY SPONSORS

Industry sponsored press events can be organised to coincide with the International Liver Congress™ 2014, but should not however conflict with the timing of the official scientific programme or the Official Press Conference organised by EASL and must adhere to the EASL media embargo rules outlined before. Press events or media briefings by the industry are only allowed within the congress venue during the duration of the International Liver Congress™ 2014 if booked through EASL's official Press Office. One room is available to be booked via EASL's Press Office to industry partners for press events; otherwise the industry will need to find alternative solutions and arrangements outside the ExCel London for media needs.

Industry press packs and/or promotional material can only be displayed in the dedicated area clearly marked 'Industry Media Information', situated outside the EASL Media Centre. Material placed in other locations around the congress centre will be removed.

Industry events and press materials cannot use official EASL and The International Liver Congress™ logos on any media materials or display signs.

Media lists or lists of media attendees from former International Liver Congresses and events are not made available to the industry or their communications representatives.

LANGUAGE

The official language of The International Liver Congress™ 2014 is English. Simultaneous translation will not be provided.

PRESS REGISTRATION

Press may register for The International Liver Congress™ 2014 free of charge. In order to validate media registration, the congress organisers request proof of the journalist's professional affiliation.

PHOTOGRAPHS, AUDIO AND VIDEO RECORDING

Photographs, as well as audio and video recordings, are not permitted at the EASL official meeting sessions. This regulation does not apply to industry sponsored satellite symposia or stands in the exhibition area (exhibitors may only take pictures of their own stands for documentation purposes).

Photography and filming will be allowed during official EASL press events.

EASL Office

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www.easl.eu