



MEDIA GUIDELINES

The IDF Virtual Congress 2021 will take place on December 6-11 2021. The live sessions are scheduled at the following times:

- Monday, 6 December: 10:30-18:05 CET (GMT +1)
- Tuesday, 7 December: 10:00-17:50 CET (GMT +1)
- Wednesday, 8 December – Saturday, 11 December: 12:00-17:50 CET (GMT +1)

The International Diabetes Federation provides complimentary access to the IDF Virtual Congress to credentialed members of the media, including print, broadcast, and online media.

Media accreditation

All media wishing to attend the IDF Virtual Congress 2021 must register either in advance of or during the event. Registration is restricted to two individuals per organisation.

Media credentials are subject to approval by IDF. If approved, you will receive an e-mail confirming your registration status. Only journalists holding valid credentials will receive complimentary access to the IDF Virtual Congress 2021.

Valid credentials include:

- Journalist – reporter – photographer – broadcast crew: valid press ID card
- Editor: copy of business card from an established publication containing your editorial title together with a letter of assignment from the media outlet
- Freelance writer: copy of business card together with original letter containing a specific assignment from a managing editor
- Online writers: copy of business card together with a letter of assignment from the media outlet AND the following criteria:
 - The website must provide original, editorial news coverage
 - Editorial content must be independent of advertising and sponsorship
 - Advertising on the website must be clearly identifiable as such
 - Any sponsors of the website should be clearly identified as such and should be multiple in number (ie no single-sponsored websites)
 - Personal websites will NOT qualify for media credentials
- Bloggers: copy of a business card together with a letter of assignment from the online outlet, the blog URL and links to three diabetes-related posts written within the last year AND the following criteria:
 - Only blogs that have been in continuous operation for at least six months will be considered

- Blogs must reflect current topics in diabetes, medical, health, or related news
- Blog content must be original and updated at least once a week
- Blog traffic must exceed a minimum of 2,000 unique visits a month
- Blogs must demonstrate editorial freedom from advertisers and/or sponsors
- Blogs with advertising must have multiple advertisers (clearly identified)
- Single-sponsored blogs will NOT receive credentials

Representatives from qualified media outlets must represent the editorial staff, not the advertising or marketing staff. Publishers of books and magazines and representatives of sales, advertising or marketing departments of publications and broadcast outlets are NOT considered part of the editorial staff.

Additionally, IDF does NOT provide complimentary access to its media office to any media or organisation that attend on behalf of a for-profit organisation (for example, freelance reporter/writer hired by a pharmaceutical company, a writer for a media outlet that is developed or supported exclusively by for-profit companies, a writer representing the interests of an advertiser, etc).

Companies or organisations producing publications, videos, and/or other products intended for marketing, advertising, financial analysis or public relations purposes may not register as media. Financial analysts, public relations personnel, and/or individuals from communications, print and online promotion services may not register as media. These individuals may register for the IDF Virtual Congress 2021 at the regular participants.

To register as a media delegate, please complete the online accreditation form available at www.idf2021.org/media

IDF reserves the right to reject any application for media credentials for any reason, which may not need to be disclosed to the individual submitting the request.

Promotion of science presented at the IDF Virtual Congress 2021

There is a strict embargo on the science findings presented at the IDF Virtual Congress 2021 (this applies to all information included on the abstract platform). However, companies and agencies may pitch their science-related abstracts in advance to the media as long as:

1. They pitch the abstracts one-on-one to the media; no materials may go out on any wire service (e.g., PR Newswire, Business Wire, etc.) ahead of the embargo.
2. The strict embargo is respected and the stories do not appear before the embargo date/time, in particular as it relates to the release of research findings.

Specific embargo information is as follows:

- General posters and Publish Only papers are embargoed until 10:00am CET (GMT+1) December 6, 2021
- All other papers are embargoed until immediately following their presentation.

Any media representatives violating the above guidelines will lose their access to the IDF Virtual Congress 2021 and will not be granted press credentials at future IDF meetings.

If you have any questions regarding the accreditation process or media activities at the IDF Virtual Congress 2021, please contact media@idf.org.