

# Events Press Pass Policy

**Medicines for Europe** welcomes qualified members of the Press to its events. We offer Press passes to qualified professional journalists as a service to the industry, to add value for exhibitors and sponsors and to help promote the event.

Press passes at **Medicines for Europe** Conferences and Events provide access to:

- Keynote Addresses
- Conference Sessions
- Exhibition
- Receptions and Networking Events
- Panel Discussions
- Press Conference

**Travel and accommodation are to be paid by the journalists.**

## Press Pass Agreement

In exchange for providing you with a free full-event pass, we request that you share your article, blog post, video, write up, recap, review or social media coverage of the event you attend. You have 3-4 weeks after the conclusion of the event to send your coverage to Medicines for Europe (Kate O'Regan: [koregan@medicinesforeurope.com](mailto:koregan@medicinesforeurope.com)). If you are applying from a foreign publication, an English version of the piece must be provided.

You may also apply for more than one pass per publication as long as each individual provides coverage. In turn, we will cross-promote your piece on our social media accounts and the news section on our event sites. If no coverage is provided within the given time frame, the full conference fee will be charged.

**Medicines for Europe**, at its sole discretion, reserves the right to:

- offer or restrict Press passes on a case-by-case basis
- close some parts of an event to the Press

## Press Pass Requirements

Press passes are offered to professional journalists affiliated to recognised and relevant media outlets. If you have any questions or to request a Press pass, please contact Kate O'Regan at [koregan@medicinesforeurope.com](mailto:koregan@medicinesforeurope.com)

## What do we ask you to provide?

### Professional journalists and editors, employed by media organisations:

- Qualified Press credentials
- At least two recent and substantive bylined articles in relevant media-company publications, websites or blogs. The articles must clearly display authorship.

### Freelance journalists:

- Documentation of a specific assignment to cover the event for a relevant media-company publication, website or blog. The documentation must include the assigning editor's contact information.

### Who Doesn't Qualify?

Free Press passes will not be given to: public relations, marketing, advertising, consultants, sales or IT professionals, financial/investment analysts, venture capitalists, writers for user-group/community newsletters or blogs, writers for vendor or in-house publications, bloggers for vendor websites, book authors and editors, technology consultants and freelance analysts. Media company executives do not qualify for Press passes, unless they are also bona fide professional working journalists as described above. If you do not qualify for a Press pass, you may register as a paying conference attendee.

More info on **Medicines for Europe Events**: <http://www.medicinesforeurope.com/events/>