COPENHAGEN euro anaes thesia 2027

European Society of Anaesthesiology and Intensive Care

29–31 May 2027

Copenhagen, Denmark

# Media & Public Relations Policy

Registration · Embargoes · Press events · Logo use · Filming

REVISED 26 OCTOBER 2026 · FOR PUBLIC USE




#EA27

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The ESAIC welcomes the media's interest in anaesthesiology and intensive care medicine. We are pleased to support journalists attending Euroanaesthesia 2027, which takes place on 29–31 May 2027 in Copenhagen, Denmark, and journalists who use the congress website as a resource for their coverage of anaesthesiology and intensive care.


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**CONGRESS**

Saturday 29 to
Monday 31 May 2027
Copenhagen, Denmark

**MEDIA REGISTRATION DEADLINE**

Before 20 May 2027

**MEDIA CONTACT**

ESAIC Marketing & Communication Department
communication@esaic.org

This document is intended for public use. Revised 26 October 2026.

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# 01 Registration

The congress is open to bona fide representatives of print, broadcast and online media.

## Who may register

- Journalists with a valid press card may register free of charge.
- Freelance journalists must also present a commissioning letter from a recognised news organisation on its official letterhead.

## At the congress

Journalists must present the original press card or commissioning letter together with a valid passport or ID card at the registration desk.

BEFORE 20 MAY 2027

**The ESAIC Marketing & Communication Department must receive:**

- ✓ a copy of the press card or commissioning letter
- ✓ the completed media registration form

We strongly recommend registering in advance so that any queries can be resolved before arrival.

## Important conditions

- Journalists must register individually. Registrations made through pharmaceutical, PR or marketing companies will not be accepted.
- Representatives of continuing medical education (CME) publications are limited to two per publication. Additional representatives should register as delegates.
- Representatives of PR, advertising, marketing or pharmaceutical companies may not register as journalists.
- Information about media registrations is proprietary to the ESAIC. Past and current media lists will not be given, rented or sold.

PLEASE NOTE

There will be no on-site press room or media facilities at Euroanaesthesia 2027. Registered journalists will receive official media materials from the ESAIC Marketing & Communication Department.

# 02 Embargoes

Most abstracts will be published on the Euroanaesthesia 2027 website approximately one month before the congress. They may be reported from that time.

Abstracts included in the official media programme will be published only on the day of presentation and are embargoed until then.

Embargo dates and times will be clearly marked on official press releases.

- Journalists must make sure that external commentators respect embargo conditions.
- Official media materials will be available to registered journalists only.
- For embargo times of abstracts in the official media programme, please contact the ESAIC Marketing & Communication Department at communication@esaic.org.

## 03 National societies and organisations' press events

Any national society or local organisation planning press activities must inform the ESAIC Marketing & Communication Department immediately.

Programmes for news conferences must be submitted for approval before invitations are sent. This applies to all media events, whether they are held on-site or off-site.

**PRESS RELEASES MUST**

- be clearly labelled with the abstract number and the date and time of presentation
- be submitted to and approved by the Department before they are issued
- include a short English summary if the release is not in English

Press releases relating to embargoed abstracts must follow the same embargo times as the official Euroanaesthesia release. They must also be submitted for approval before distribution.

Studies included in the official Euroanaesthesia media programme may not be presented in third-party briefings before the official Euroanaesthesia briefing (if any).

If a press event or release is unrelated to an abstract or session, its content must be discussed with and approved by the ESAIC Marketing & Communication Department before it is finalised or distributed.

- Press materials (press releases, invitations, flyers, posters) must not use the Euroanaesthesia logo or imply endorsement by the ESAIC.
- The ESAIC does not make media lists available to third parties.
- The ESAIC will not provide an on-site press room or press facilities for these events.

# 04 Third-party press events and materials

Companies wishing to organise a press conference during Euroanaesthesia 2027 must send a written request to the ESAIC Marketing & Communication Department. Press events, whether on-site or off-site, may not be scheduled at the same time as key Euroanaesthesia 2027 sessions.

PERMITTED THIRD-PARTY PRESS ACTIVITIES FALL INTO TWO CATEGORIES

**1** Media materials or events related to scientific presentations (oral or poster sessions)

**2** Media materials or events related to products or services offered by exhibiting companies

## 1. Media materials related to oral or poster presentations

Programmes for any third-party news conference must be submitted to and approved by the ESAIC Marketing & Communication Department before invitations are sent.

PRESS RELEASES MUST

- be clearly labelled with the abstract number and the date and time of presentation
- be submitted to and approved by the Department before distribution
- follow the official embargo date and time if they relate to abstracts in the official media programme (i.e. abstracts held back for online publication on the day of presentation)

Studies included in the official Euroanaesthesia media programme cannot be included in third-party news briefings before the official Euroanaesthesia news briefing (if any).

- Third-party media materials, including press releases, invitations, flyers and posters, must not use the Euroanaesthesia logo or suggest ESAIC endorsement.
- The ESAIC does not provide media lists to third-party organisations.

## 2. Media materials related to exhibiting companies' products or services

Materials that are unrelated to oral or poster presentations and provide information about exhibiting companies' products or services are permitted under the following conditions.

### a Stand materials

- Exhibitors may display their own approved corporate and product materials within the limits of their exhibition stand.
- These materials do not require prior review or approval by the ESAIC, provided they stay within the exhibitor's stand and comply with applicable national and industry regulations (eg MedTech and pharmaceutical codes).
- Exhibitors are fully responsible for making sure their materials comply with all relevant ethical and legal standards.

### b Paid on-site advertising (sponsorship opportunities)

- The ESAIC offers designated on-site advertising options, printed or digital, as part of the official sponsorship programme.
- The ESAIC Congress Team defines the locations for these advertisements in advance.
- Companies wishing to purchase advertising must complete the relevant sponsorship order form.
- Artwork must be submitted for review and approval before publication. The Euroanaesthesia logo may be used in line with the logo usage rules in this policy, but the ESAIC logo may not appear on any third-party advertisement.
- The ESAIC coordinates the final placement and publication of these advertisements.

### c Symposia and pitch decks

- Organisers of industry symposia and pitch deck sessions may submit an advertisement for their session, which the ESAIC will publish on the industry page of the EA27 website. The Euroanaesthesia logo may be used in line with the logo usage rules in this policy, but the ESAIC logo may not appear on any third-party advertisement.
- Companies hosting an industry symposium or pitch deck session may display temporary banners or materials outside the assigned session room during their scheduled time slot only. All materials must be removed immediately after the session.
- Sponsored workshops may include limited printed material (eg logos, handouts), which is checked and installed under ESAIC supervision.
- Pitch deck materials follow the same visibility and branding principles.

### d General restrictions

- Outside the options above, exhibitors are not permitted to distribute or display promotional or informational materials anywhere else in the congress venue.
- No materials may suggest endorsement by the ESAIC or use the ESAIC logo.
- The ESAIC does not provide media lists to any third party.
- The ESAIC will not provide any on-site press room or media facilities. All press-related requests and coordination must go through the ESAIC Marketing & Communication Department.

# 05 Use of the Euroanaesthesia 2027 logo

Third parties may use the Euroanaesthesia 2027 logo only where this policy permits it: paid on-site advertising and advertisements for industry symposia and pitch deck sessions. All other third-party materials, including press releases, invitations, flyers and posters, must not use the logo.

## Where use is permitted

**1 Official files only**
Use only the official EA27 logo files supplied by the ESAIC. Do not redraw, retype or recreate the logo.

**2 Proportional sizing**
Always resize the logo proportionally. Do not stretch, compress, crop or rotate it.

**3 No recolouring or effects**
Do not recolour the logo or add effects such as shadows, glows or outlines.

**4 Backgrounds**
Use the full-colour logo on white or cream backgrounds, and the white logo on the EA27 teal background (#00626C).

**5 Plain placement**
Place the logo on a plain area or a solid panel, never on a busy photo background.

**6 Clear space**
Keep a clear space of at least the height of the '2027' line on every side of the logo.

**7 Separate from company branding**
Keep the logo visibly separate from your company logo. Shared lockups, frames and overlapping logos are not permitted.

**8 No ESAIC logo**
Never use the ESAIC logo on third-party material.

**APPROVAL REQUIRED**
Submit all artwork that includes the logo to the ESAIC Marketing & Communication Department for approval before publication.

## Correct use

Examples of the Euroanaesthesia 2027 logo used in line with this policy.



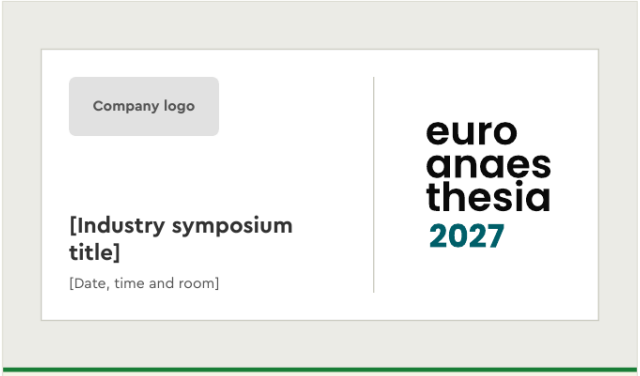

**Full-colour logo on a white background**
Use the primary logo on white or cream.




**White logo on an EA27 brand-colour background**
Use the white version on EA27 teal (#00626c).




**Logo with the required clear space**
Keep at least the height of '2027' clear on every side.




**Logo placed separately from company branding**
Give the EA27 logo its own space, apart from your logo.

## Incorrect use

Examples of logo use that are not permitted.




**Stretched or compressed logo**
Always resize the logo proportionally.



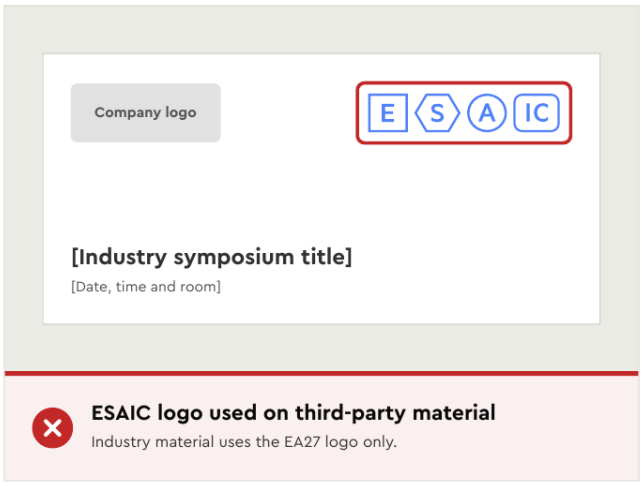

**Recoloured logo or added effects**
No new colours, shadows, glows, outlines or rotation.




**Logo on a busy photo background**
Place the logo on a plain area or a solid panel.




**Logo merged with a company logo**
No shared lockups, frames or overlapping logos.




**ESAIC logo used on third-party material**
Industry material uses the EA27 logo only.

# 06 Filming and recording

Filming, photography and recording at Euroanaesthesia 2027 are strictly controlled to protect participants' privacy and the integrity of the scientific content.

The following rules apply to everyone in the congress venue, including registered delegates, exhibitors, contractors and members of the media.

## 1 Registered media

- Filming or recording Euroanaesthesia 2027 sessions requires prior written consent from the organisers.
- Requests must be submitted to the ESAIC Marketing & Communication Department.
- Photography, filming and recording are permitted only at official press conferences (if any are planned) or in designated areas.
- The ESAIC does not authorise any commercial use or development of content filmed or recorded during Euroanaesthesia 2027. This applies to sessions, exhibition areas, interactive zones and all other areas of the congress venue.

## 2 Delegates and general attendees

- Delegates and other attendees may not film, photograph or record scientific sessions, exhibition areas or social events without prior written approval from the ESAIC.
- Personal photography for private, non-commercial use (eg informal photos with colleagues) is permitted in public networking areas only, provided other participants' privacy is respected.

**BREACH OF CONGRESS RULES**

Any unauthorised photography or recording of sessions, exhibitors' stands or materials is a breach of congress rules. It may result in removal from the venue without refund and possible restriction from future ESAIC events.

## 3 Exhibitors, contractors and their crews

- Exhibitors, their contractors and any hired agencies must obtain prior written authorisation from the ESAIC before any photography, filming or recording in the congress venue.
- Permission will be granted only for pre-approved purposes (eg documenting stand set-up or corporate footage) and may be limited to specific times and locations.
- Filming or photographing delegates, sessions, other exhibitors' stands or any ESAIC-branded content without explicit authorisation is strictly prohibited.
- Exhibitors are fully responsible for the conduct of their staff, contractors and external teams. Any violation by their representatives will be treated as a breach of the exhibitor's participation agreement.
- The ESAIC reserves the right to revoke access, confiscate badges and take legal or contractual action in case of non-compliance.

## 4 General provisions

- The ESAIC retains full ownership of and copyright in all official recordings, images and broadcasts made during Euroanaesthesia 2027.
- By entering the venue, participants acknowledge that they may appear in official ESAIC recordings or photographs. These may be used for educational or promotional purposes in line with data protection regulations.
- The ESAIC reserves the right to enforce these rules at any time during the congress and to take appropriate disciplinary or legal action for violations.

# 07 Use of AI and biometric technologies

The use of AI-driven systems for facial recognition, emotion analysis, behavioural tracking or any form of biometric data capture (including still images, video or sensor-based monitoring) is **strictly prohibited** at Euroanaesthesia 2027.

- This prohibition applies to all exhibitors, sponsors, partners, contractors and media representatives, whatever the purpose (marketing, analytics, access control or audience measurement).
- No device, software or service may collect, process or store biometric or personally identifiable information of participants, staff or delegates.
- Requests to deploy AI-based systems or similar technology will not be approved.
- The ESAIC enforces this policy in line with the General Data Protection Regulation (GDPR). It reserves the right to remove or disable any unauthorised equipment, deny access and take legal action in the event of non-compliance.
- Exhibitors and partners are reminded that biometric data used to identify individuals is a special category of personal data under the GDPR. Processing it is therefore incompatible with the congress environment and the ESAIC's ethical standards.

CONTACT INFORMATION

For all media and press-related enquiries, please contact:

**ESAIC Marketing & Communication Department** communication@esaic.org

European Society of Anaesthesiology and Intensive Care

# Together for improved health outcomes, patient safety, and greater environmental sustainability across anaesthesiology and intensive care




#EA27

This policy was designed by the ESAIC Marketing and Communications Department.
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