



Media Guidelines

IDF World Diabetes Congress 2025

Organised by the International Diabetes Federation
at the Bangkok International Trade and Exhibition Center (BITEC)
7 – 10 April 2025

Table of contents

Media Centre at IDF 2025

- *Location* page 3
- *Opening hours* page 3

Registration

- *Access to Media Centre* page 4
- *Accreditation* page 4

Media Guidelines

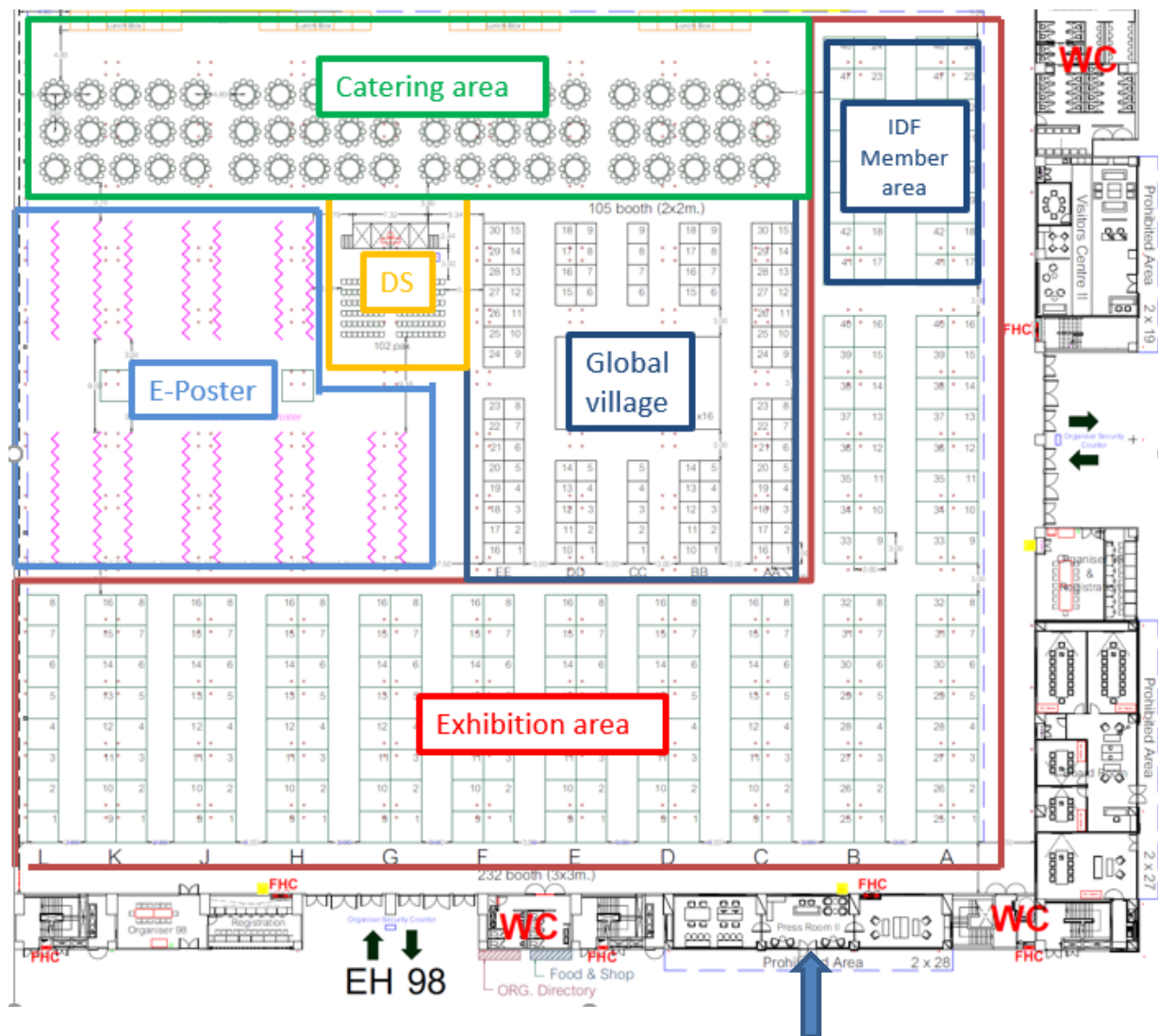
- *Pre-event promotion of science being presented*..... page 6
- *Display of press materials*..... page 6
- *Photos and media materials*..... page 7

MEDIA CENTRE AT THE IDF WORLD DIABETES CONGRESS 2025

LOCATION

The media centre of the IDF World Diabetes Congress 2025 is located on the ground floor of the BITEC Centre, next to exhibition area EH 98.

A multi-lingual communications staff will be on hand to assist journalists with stories and facilitate interviews with conference spokespeople before and during the event. The media centre offers computers with internet access and a printer to serve as self-service print station.



OPENING HOURS

The media centre will be open as follows:

- Monday 7 April 2025 10.00-17.00
- Tuesday 8 – Thursday 10 April 2025 08.00-18.00

ACCESS TO MEDIA CENTRE

The International Diabetes Federation (IDF) provides complimentary access to the IDF World Diabetes Congress 2025 and the media centre to credentialed members of the media, including print, broadcast, and online media. Only media representatives holding valid credentials will be admitted to the media centre. No individual(s) representing a company, organisation or public relations firm will be allowed into the media centre.

All media wishing to attend the IDF World Diabetes Congress 2025 must register through the online form available at www.idf2025.org/registration/media.

Media registration is limited to a maximum of four representatives per organisation.

- **Pre-registration deadline:** Monday, 10 March 2025
- **Onsite registration:** Monday 7 April – Thursday 10 April at the media registration desk located in the Foyer of exhibition hall EH 98.

MEDIA ACCREDITATION

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 be admitted to the media centre.

Valid credentials are:

- 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 media registration 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.
- Financial analysts, public relations personnel, and/or individuals from communications, print and online promotion services.

The individuals above can register for the IDF World Diabetes Congress 2025 as regular attendees.

NOTES ON ACCESS TO MEDIA CENTRE

Only media holding valid credentials will be admitted to the media centre. **No individual(s) representing an organisation, a company or a public relations firm will be allowed into the media centre**, and will only be allowed in the press conference room or media interview room at the time that has been allocated to them if they have rented the room.

As a courtesy to media representatives, IDF strongly encourages against individual(s) representing an organisation or a public relations firm from standing immediately outside or near the media centre room or press conference room in an effort to meet with the media.

Information regarding media registrants is proprietary. IDF does not give, rent or sell current or past media registration lists.

MEDIA GUIDELINES

1. No filming or photography is allowed, under any circumstances, during any of the programme sessions, including general sessions, symposia, oral presentations or workshops. Interviews with speakers must be filmed in the media centre with the approval of IDF media centre staff.
2. No filming or photography is permitted on the Exhibition Floor, including in the area for poster presentations, unless approved and accompanied by media centre staff.

PRE-EVENT PROMOTION OF SCIENCE BEING PRESENTED

1. There is a strict embargo on the science-related findings that will be presented at the IDF World Diabetes Congress 2025. This applies to all information included in the e-poster gallery. However, companies and agencies may pitch their science-related abstracts in advance to media as long as:
 - Abstracts are pitched *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.
 - 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.
2. Specific embargo information is as follows:
 - General Posters and Publish Only papers are embargoed until 10:00am Bangkok time, on 7 April 2025
 - All other papers are embargoed until immediately following their presentation.

Any media representatives found to be violating the above guidelines will be asked to leave the IDF World Diabetes Congress 2025 and will not be granted media credentials at future IDF meetings.

DISPLAY OF PRESS MATERIALS

Organisations wishing to display information for media attending the IDF World Diabetes Congress 2025 are subject to the following guidelines:

1. Only media information directly related to an abstract that is included in the e-poster gallery will be permitted.
2. Media information (e.g. news releases, fact sheets, etc.) must be confined to the specific abstract in question.
3. IDF will not permit any product-specific literature, company, or product promotional materials in the media centre.

4. IDF must approve media information materials prior to their display and reserves the right to reject materials for any reason.
5. Review copy(ies) of media information should be sent by 28 March 2025, to media@idf.org. After this date, interested parties should bring a review copy of their media materials to the IDF 2025 media centre in Bangkok. IDF staff onsite will review the materials and determine their acceptability.
6. Materials that are accepted will be displayed in the media centre on a table separate from IDF press materials. Materials should be submitted to IDF staff in the media centre. You are encouraged to periodically check on the number of available copies left and replenish the supply. A self-service printer/copier will be available to in the media centre.

PHOTOS & MEDIA MATERIALS

Photographic coverage of the IDF World Diabetes Congress 2025 and other materials will be provided. All media materials will be available for download from a shared folder that will be communicated to registered media ahead of the start of the congress. All photos will be made available free of charge but remain the property of IDF.

When used by third parties, the caption will feature the words: “Photo: International Diabetes Federation /[photographer’s name]”.

CONTACT

Any enquiries regarding media activity at the IDF World Diabetes Congress 2025 should be sent to media@idf.org.