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**Press information for official ECCMID Sponsors**

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Contact: **Official ECCMID-ICC Press Agency**

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**General Information about ECCMID-ICC 2011**      The 21st European Congress of Clinical Microbiology and Infectious Diseases and 27th International Congress of Chemotherapy (21st ECCMID / 27th ICC) is jointly organised by the European Society of Clinical Microbiology and Infectious Diseases (ESCMID) and the International Society of Chemotherapy (ISC) and will take place from 7 – 10 May 2011 in Milan, Italy.

The conference, which attracts some 10'000 experts from all over the world, will address a broad scope of topics ranging from diagnosis and prevention to epidemiology, pathogenesis and treatment of infectious diseases. Special emphasis will be given to emerging infections, including influenza, antibiotic resistance and infection control.

As Europe's largest conference on clinical microbiology and infectious diseases, ECCMID-ICC offers microbiologists and clinicians an invaluable opportunity to share the most recent research knowledge in the battle against infectious diseases. The global challenges and hazards threatening European citizens will be addressed in some 150 sessions, workshops and symposia and approximately 1'600 poster presentations.

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**Venue of ECCMID-ICC**      Milano Convention Centre (MIC plus)  
Via Eginardo  
20149 Milan, Italy  
Phone: +39 02 499 76 28 0  
Fax: +39 02 499 76 28 1  
[www.micmilano.it](http://www.micmilano.it)

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**ECCMID-ICC International Press Conference**      The official press conference will take place on Saturday, 7 May 2011, 11:30 am at the Milano Convention Centre (MIC plus), Italy.  
  
Journalists interested in the agenda of the press conference should contact Claire Hoffman at [claire.hoffman\[at\]bartley-robbs.co.uk](mailto:claire.hoffman[at]bartley-robbs.co.uk) or consult the website at [http://www.escmid.org/news\\_discussion/press\\_room/](http://www.escmid.org/news_discussion/press_room/).

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**Embargo Policy**      Please respect the embargo date of press releases and abstracts which is the 7 May 2011, 11:30 am on the congress opening day.  
  
The abstracts of the congress will be available 10 days before the congress starts and will be accessible online on the ECCMID website. [www.eccmid-icc2011.org](http://www.eccmid-icc2011.org) (choose „Scientific Programme“).

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<p>Press Credentials and Online Registration of Journalist to ECCMID-ICC 2011</p>	<p>Members of the press are invited and encouraged to attend the ECCMID-ICC. Press registration is complimentary and includes all privileges of regular meeting registration. Travel expenses and hotel accommodation will be the responsibility of each individual journalist.</p> <p>Only accredited journalists or reporters, writers or editors with credentials from a newspaper, magazine, radio or TV station, wire service, syndicate or other news organisation may register and receive a press badge. Publishers and representatives of sales, advertising or marketing departments of publications or other news organisations may not register as media. No exceptions will be made.</p> <p>Appropriate credentials include: A recognised press card, a business card clearly showing media affiliation and position, or a letter on official letterhead from an editor of a publication or a producer of a program certifying coverage of the conference for an identified organisation.</p> <p>Please note: Freelancers must present proof from a news organisation that they have an assignment to cover the meeting. Freelancers who wish to cover the meeting on a speculative basis are asked to write to us on their letterhead requesting accreditation.</p> <p>For online registration please return the special registration form available on the ECCMID-ICC or ESCMID website  <a href="http://www.eccmid-icc2011.org/eccmid-icc2011/press.html">http://www.eccmid-icc2011.org/eccmid-icc2011/press.html</a> or  <a href="http://www.escmid.org/news_discussion/press_room/">http://www.escmid.org/news_discussion/press_room/</a> .</p> <p>Members of the press who qualify for press registration and who have not pre-registered can use the on-site registration at the congress venue.</p>
<p>Press Kit</p>	<p>The press kit will be available for all registered journalists. Because its content is embargoed it will only be available on the day of the official ECCMID-ICC press conference. Journalists wishing to have information about the press kit in advance of the congress should contact Claire Hoffman at <a href="mailto:claire.hoffman@bartley-robbs.co.uk">claire.hoffman@bartley-robbs.co.uk</a>.</p>
<p>Press Centre</p>	<p>The press centre will be located on the mezzanine level of the Milano Convention Centre (MIC plus). There will be a well-equipped press working room with PC workstations (internet connected), printer, telephone and fax.</p>
<p>Attending Journalists</p>	<p>Media normally attending the ECCMID-ICC press conferences are mostly: trade publications, press agencies and daily newspapers (scientific column). The Media presence is international, mostly European.</p> <p>If you are acting on behalf of an official ECCMID Sponsor and wish to receive a list of registered journalists to the Congress, please contact Claire Hoffman at <a href="mailto:claire.hoffman@bartley-robbs.co.uk">claire.hoffman@bartley-robbs.co.uk</a>.</p>
<p>Press Room Renting</p>	<p>Company or NGOs wishing to hold a press conference at the ECCMID-ICC should contact Ms Ines Brunkow from Congrex Switzerland (+41 61 686 77 16, <a href="mailto:ines.brunkow@congrex.com">ines.brunkow@congrex.com</a>) for all issues concerning the renting of a press conference room.</p>
<p>Press Releases by Industry or NGOs</p>	<p>Press releases may be displayed in the press room if the organisation or individual responsible for the content is clearly stated on the document. Distribution boxes must be physically separated from the respective boxes for official ESCMID/ECCMID and ISC/ICC press releases.</p>