American Diabetes Association 2015 Scientific Sessions
Guidelines for Media Representatives

The American Diabetes Association provides complimentary access to its Scientific Sessions and Exhibit Floor to credentialed members of the media, including print, broadcast and online media. Media representatives welcome to attend include reporters, writers, photographers and videographers. For these members of the media, the Association provides a staffed newsroom featuring traditional amenities, including phone/fax/modem lines, computers with Internet access, breakfast and lunch daily, and other related services.

Representatives from qualified media outlets must represent the editorial staff, not the advertising or marketing staff of their organization. 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. Business cards are not accepted as credentials.

The American Diabetes Association does not provide complimentary access to its newsroom to any media or organizations that gather information from the Scientific Sessions and Exhibit Floor for use in any development of continuing medical education materials or programs. Additionally, the American Diabetes Association does not provide complimentary access to its newsroom to any media or organizations that attend on behalf of a for-profit organization (for example, a freelance reporter 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.).

Any representative with a media badge who sells, markets or represents a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor will lose media credentials for this and subsequent meetings. In addition, representatives wearing media badges may not work in any exhibit sponsored by their publishing companies. Individuals who need to work in the exhibit are required to register as an exhibitor.

Companies or organizations 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 Scientific Sessions as regular attendees.

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

Online media outlets may register as press, provided that the following criteria are met:

- 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 (i.e., no single-sponsored websites)
- Online media will not be considered separate from their parent media companies for purposes of media registration
- Blogs and websites must contain original, dated, industry-related news content above and beyond links, forums, troubleshooting tips and reader contributions, and must be updated at least weekly
- All websites and blogs must have been in operation for at least six months and have traffic of more than 7,000 page views per month
- All applicants must submit traffic data from a third party (Sitemeter, Technorati, Feedburner, iTunes or an equivalent) to be considered
In accepting the American Diabetes Association’s press credentials, website editors and bloggers agree to provide the Association — within 30 days of publication — at least one article published before Sept. 30, 2015, containing information the writer gathered at this conference. Failure to do so will result in denial of media credentials for the Association’s 2016 Scientific Sessions.

The Association encourages the use of Twitter within embargo restrictions to update followers on the latest news coming from the Sessions. The Twitter hashtag for the 2015 Scientific Sessions is #2015ADA. Reporters can follow @AmDiabetesAssn for conference updates.

All media planning to attend the Association’s Scientific Sessions must register with the Association’s Communications Department. **Media registration is limited to two individuals per outlet.** Media are asked to submit their registration request and send (email) their valid press credentials no later than May 28, 2015. Onsite registrations are permitted, but discouraged. Media outlets that have surpassed the number of allotted representatives for registration are encouraged to cover the conference remotely after applying for press credentials.

**For onsite and preregistration:**

- All media must submit/present valid press credentials (this includes a letter of assignment from the media outlet, press pass, bylined article or coverage from the 2014 meeting, if available).
- When registering, you must indicate that information gathered at the Scientific Sessions and Exhibit Floor will not be used in the development of any continuing medical education materials or programs.
- You must also indicate that you and your media outlet are not attending on behalf of a for-profit organization.

Credentialed journalists from the 2014 meeting who request 2015 credentials from the same media outlet must submit coverage of the 2014 meeting but are not required to present a bylined article.

Only one type of registration is permitted for attendees. Group registration cannot be included and registration cannot be changed onsite. Physicians covering the meeting for a media outlet must register as a regular attendee or reporter of an approved media organization, but not as both.

The Association’s newsroom staff will be available to help coordinate interviews with Association representatives and researchers, which can be scheduled onsite in the Press Room. Use of these rooms for purposes other than news editorial coverage of the Scientific Sessions is prohibited.

Videotaping is restricted to the Association’s Press Briefings, interview rooms and selected areas within the convention center. Media crews filming outside of interview rooms must be attended by an Association newsroom staff member.

Prior authorization is required for live coverage, including truck parking. Onsite requests must be made through the Press Room. News vehicles needing electrical service or external cabling must apply 48 hours in advance for a limited use parking pass.

The American Diabetes Association will allow reporters to take photos, without a flash, during the program sessions that can be used for reference purposes only; any photos taken during sessions are not to be used in print or republished/distributed in any way. To reprint, publish or distribute slides, you must first request and receive approval from the principal investigator before doing so. To limit distraction during sessions, reporters may not photograph more than 25 percent of any slide presentation. Should you require more photos, you will have access to webcasts, free of cost, when they become available.

Audio recordings are for reporters’ own use and those who violate this policy will be banned from future meetings. Please note that reporters are not allowed to place their recording device on the head table, tech table or podium. They must be hand held from their seat.

No filming or photography is permitted on the Exhibit Floor, including in the area for Poster Presentations, unless approved and accompanied by newsroom staff.
Abstracts selected for Poster Presentation or Publish Only are embargoed from the time of submission until 10 a.m. ET Saturday, June 6, 2015. Abstracts selected for Oral Presentation are embargoed from the time of submission until the time of presentation. Abstracts in violation of the embargo policy will be withdrawn from the Sessions.

**Please note**: Abstracts will be available online under embargo one week before the conference, on Friday, May 29, 2015.

Media may not distribute promotional materials of any kind during Scientific Sessions, including materials related to their respective media outlets, unless they have a booth on the Exhibit Floor.

For security purposes, 2015 Scientific Sessions badges must be worn and evident at all times for entrance to all events. Any misuse of badges, assistance to unauthorized individuals gaining access inside the conference, or inappropriate conduct will result in badge confiscation and expulsion from the conference without refunds of any fees for all individuals involved and individuals will not be granted press credentials at the Association’s 2016 meeting.

Any media representatives violating the above guidelines will be asked to leave the Scientific Sessions and will not be granted press credentials at future meetings.

*The Association reserves the right to reject any application for press credentials for any reason, which need not be disclosed to the party submitting the request.*

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