Guidelines for Corporate and Agency Public Relations Professionals

Display of Press Materials
Organizations wishing to distribute information to members of the media attending the American Diabetes Association’s 75th Scientific Sessions® may do so through their exhibit. There are no guidelines limiting organizations from distributing information or materials to media through their exhibit booth. Organizations wishing to display information for members of the media attending the Association’s Scientific Sessions through the Association’s newsroom are subject to the following guidelines:

- Only media information directly related to an abstract that is included in the Association’s Scientific Sessions program will be permitted.
- Information must be confined to the specific abstract in question. It is strongly recommended that the abstract be described through a news release and not through additional related materials (e.g., fact sheets, press kits).
- The Association will not permit any product-specific literature or company or product promotional materials in the media information package. No media kits are allowed.
- The Association does not endorse corporate or institutional press materials and will display these materials strictly as non-American Diabetes Association literature.
- The Association must approve media information materials prior to their display; we reserve the right to disapprove the materials for any reason.

A review copy of the media information should be sent no later than May 22, 2015, to the attention of Christine Feheley, Managing Director, American Diabetes Association; email cfeheley@diabetes.org. After May 22, 2015, interested parties should bring a review copy of their press materials to the Association’s newsroom. You will be asked to sign in and leave your materials with the Association’s staff person on duty. The Association will review the materials and determine their acceptability.

Materials that are accepted will be displayed in the newsroom on a table separate from the Association’s press materials. We recommend 100 copies of approved press information. Materials should be dropped off with an Association staff person working in the newsroom. The newsroom staff will not be able to make copies.

Access to News Room
1. Corporate and public relations representatives are not permitted in the newsroom or press conference room. As a courtesy, representatives wishing to leave a message for a journalist may do so by providing their name, affiliation and contact number to newsroom personnel.

2. Further, as a courtesy to the media representatives working in the Association’s newsroom, the Association prohibits public relations and corporate representatives from congregating or loitering outside the newsroom or press conference room. Dissemination of material in the area outside these rooms is strictly prohibited.
Pre-Event Promotion of Science Being Presented

There is a strict embargo on the science being presented at the Association’s Scientific Sessions (this applies to all information included in the abstract book). However, companies and agencies may pitch their science-related abstracts to the media in advance as long as (1) they pitch the abstracts one-on-one to the media and no materials (data or information on the science) go out on a wire service (e.g. Marketwire, PR Newswire, etc.) ahead of the embargo and (2) the 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. Specific embargo information is as follows:

Abstracts selected for Poster Presentation or Publish Only are embargoed from the time of submission until 10:00 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. Abstracts will be available online under embargo one week before the conference, on Friday, May 29, 2015.

General Information

- All press releases must have the abstract number, as well as the date and time of the embargo, prominently displayed.

- The tentative hours for the News Room are from 7:00 a.m. to 5:30 p.m., Friday, June 5 through Monday, June 8, and from 7:00 a.m. to noon on Tuesday, June 9. All times Eastern.

- Media briefings, news conferences, press receptions, and other media events, other than those sponsored by the Association, are not permitted while sessions are in progress (from 8 a.m. to 6:30 p.m., Friday through Monday, and 8 a.m. to 12:15 p.m., Tuesday, June 9) and cannot be scheduled in the Convention Center.

- All media events (defined as any event that members of the media are invited to or informed of) must be approved by the Association. Parties interested in hosting a media event must adhere to the Association’s media rules and embargo policies.

- The Association does not share its media list. No exceptions.

- Presentation or discussion of scientific research results at satellite meetings or press conferences prior to the scheduled Scientific Session presentation is strictly prohibited.

- In the event that media representatives contact authors, presenters or company sponsors, any information must be given with the understanding that scientific research results are to remain under embargo until the time of presentation. Responsibility for information shared in this manner rests solely with the disclosing authors, presenters and company sponsors.

- Onsite visual recording of the Association’s Scientific Sessions is restricted to common areas of the Convention Center. Videotaping and photography on the premises is permitted only when accompanied by an Association staff representative. Please contact the Association’s communications staff in advance to make arrangements. Videotaping, photography and audio recording of scientific or educational sessions are not permitted by non media.

If you have further questions, please contact Christine Feheley, Managing Director, Communications, 703-253-4374.

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