American Diabetes Association 2016 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 internet access, coffee service and light snacks, 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 will not be accepted as credentials.

The American Diabetes Association does not provide complimentary access to its newsroom to any media or organizations that intend to gather information from the Scientific Sessions and Exhibit Floor for use in development of continuing medical education materials or other programs. Additionally, the American Diabetes Association will 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.). Should registered media be found to be in violation of the above guidelines, their credentials will be revoked and they may face exclusion from future events.

Registered media may not use their Scientific Sessions access to sell products or services to attendees or exhibitors. Media found in violation 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 an 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 must 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 represented website must provide original, editorial news coverage
- Editorial content must be independent of advertising and sponsorship
- Advertising on the represented website must be clearly identifiable as such
- Any sponsors of the represented 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, 2016, containing information the writer gathered at this conference. Failure to do so will result in denial of media credentials for the Association’s 2017 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 2016 Scientific Sessions is #2016ADA. 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 (via email) their valid press credentials no later than June 2, 2016. Onsite registrations are permitted, however to avoid delays we strongly urge you to register ahead of time.

**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 2015 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 2015 meeting who request 2016 credentials from the same media outlet must submit coverage of the 2015 meeting but are not required to present a bylined article.

Individuals may only register in one category for the Scientific Sessions. Once registered, we are unable to change categories. Physicians covering the meeting for a media outlet may register as a regular attendee or as representative 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 News Room. Interview rooms are available for use by the media and can be arranged on an hourly basis with ADA staff onsite. 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 these areas must be accompanied by an Association News Room staff member.

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

Photography will be permitted in sessions rooms prior to the start of any presentation or lecture. Photography is absolutely forbidden once the presentation or lecture begins. If members of the media are found in violation of this policy, they will be at risk of having their registration credentials confiscated. All media will receive complimentary access to session webcasts, when they become available.

Audio recordings are for reporters’ own use and may not be used for broadcast purposes. Anyone found to be in violation of this policy will have their credentials confiscated and 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. Recording devices must be hand held from your seat.

No filming or photography is permitted on the Exhibit Floor, including in the area for Poster Presentations, unless approved and accompanied by News Room staff.
Abstracts selected for Poster Presentation or as Publish Only are embargoed from the time of submission until 10 a.m. CT Saturday, June 11, 2016. Abstracts selected for Oral Presentation are embargoed from the time of submission until the time of presentation. Abstracts found to be in violation of the embargo policy will be withdrawn from the Scientific Sessions.

**Please note:** Abstracts will be available for review online **under embargo** one week before the conference, on Friday, June 3, 2016. Media found to be in violation of our embargo policy will have their credentials revoked and they will be barred from future Scientific Sessions.

Media may not distribute promotional materials of any kind during the Scientific Sessions, including materials related to their respective media outlets.

For security purposes, Scientific Sessions badges must be worn and evident at all times for entrance to any official ADA event. Any misuse of badges, media found providing assistance to unauthorized individuals in order to gain access to restricted conference facilities, or inappropriate conduct by a representative of the media will result in badge confiscation and expulsion from the conference without refunds of any fees for all individuals involved. Individuals will also lose the ability to receive press credentials at the Association’s 2017 meeting.

Any issues not covered in this document are at the sole discretion of the American Diabetes Association staff. Should any media representatives be found in violation of the above guidelines, they will be asked to leave the Scientific Sessions and will be banned from attending 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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