Guidelines for Corporate and Agency Public Relations Professionals

Organizations may distribute press materials to members of the media attending the American Diabetes Association’s 77th Scientific Sessions through their booth in the Exhibit Hall, however, the embargo policy must be followed.

All press materials distributed through the Association’s News Room are subject to the following guidelines:

• Press materials must be directly related to an abstract that is being presented in the Association’s Scientific Sessions program. Press releases must include that the research is being presented at the American Diabetes Association’s 77th Scientific Sessions.

• All press materials must include the abstract number, as well as the embargo date/time for the abstract. All abstracts are embargoed (confidential, not for public information or release) until the applicable embargo lift time; please consult with the lead study author to confirm. Abstracts selected for Oral Presentation are embargoed until the conclusion of the session in which the abstract is being presented at the 77th Scientific Sessions. Abstracts selected for Poster Presentation or Published Only are embargoed until 10:00 a.m. PT, Saturday, June 10, 2017. Any abstract in violation of the embargo policy will be withdrawn from presentation at the Scientific Sessions.

• Information must be limited to the specific abstract. Fact sheets, product marketing or promotional materials are strictly prohibited.

• No media kits are allowed.

• The Association does not endorse any 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 display. The Association retains sole discretion to review and approve or not approve any materials distributed at the 77th Scientific Sessions.

• Please include local (San Diego) contact information on press materials so reporters can reach you.

• There is a limit of 10 submissions (including press releases) from each organization.

Embargo Policy
All science being presented at the Association’s 77th Scientific Sessions (this applies to all information included in the abstract supplement of Diabetes) is embargoed and remains confidential/not for public information or release until the conclusion of the session in which it is being presented.
• Abstracts scheduled for Oral Presentation are embargoed until the conclusion of the session in which the abstract is being presented at the 77th Scientific Sessions; please consult with the lead study author to confirm.

• Abstracts selected for Poster Presentation or Published Only are embargoed until 10:00 a.m. PT, Saturday, June 10, 2017.

• **Note:** Embargoed text of abstracts will be available online at 5:00 p.m. Eastern time, Friday, June 2, 2017. This early availability of the abstracts is for the sole purpose of assisting attendees in creating their itineraries for the meeting; the embargo still applies. The embargo policy will be strictly enforced.

• Any abstracts in violation of the Embargo Policy will be withdrawn from the Scientific Sessions.

• The Association reserves the right to adjust the embargo as needed.

Companies and agencies may pitch their abstracts to the media in advance of the meeting as long as:
  1. they pitch the abstracts one-on-one with the media;
  2. no materials (data or information on the science) are published on a wire service (e.g., PR Newswire, MarketWire, etc.) ahead of the embargo; and
  3. the embargo is respected and the stories are not published until after the embargo lifts.

Responsibility for information shared in this manner rests solely with the disclosing authors, presenters, public relations team, agency and/or company sponsors. Any abstracts in violation of the Embargo Policy will be withdrawn from presentation at the Scientific Sessions.

**Additional Guidelines**

• Media briefings, news conferences, press receptions and other media events, other than those sponsored by the Association, cannot be held in the San Diego Convention Center, and are not permitted during the official hours of the American Diabetes Association’s 77th Scientific Sessions:
  - Friday, June 9: 11:45 a.m. – 6:15 p.m. Pacific time
  - Saturday, June 10: 8:00 a.m. – 6:00 p.m. Pacific time
  - Sunday, June 11: 8:00 a.m. – 6:30 p.m. Pacific time
  - Monday, June 12: 8:00 a.m. – 6:30 p.m. Pacific time
  - Tuesday, June 13: 8:00 a.m. – 12:15 p.m. Pacific time

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

• 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.

• On-site 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 News Room in advance to make arrangements. Videotaping, photography and audio recording of scientific or educational sessions are not permitted by non-media.
Access to the Association News Room

- Corporate and public relations representatives are not permitted in the Association News Room or the official Association press conferences.

- As a courtesy, representatives may leave a message for a specific reporter/journalist by providing their name, affiliation and contact number to the Association’s News Room staff.

- Public relations and corporate representatives are prohibited from congregating or loitering outside the News Room or press conference rooms.

- Dissemination of material in the area outside these rooms is strictly prohibited.

Materials for On-Site Distribution

A review copy of the media information should be sent no later than May 26, 2017, to the attention of Michelle Kirkwood, Director of Communications and Media Relations, American Diabetes Association; email mkirkwood@diabetes.org. After May 26, 2017, press materials must be brought to the Association’s News Room on-site at the San Diego Convention Center. You will be asked to sign in and leave your materials with the Association’s staff. The Association will review materials and retains sole discretion regarding approval.

Materials that are approved will be displayed in the News Room on a table separate from the Association’s press materials. Please deliver up to 100 copies of the approved press materials to the Association News Room on-site in the San Diego Convention Center. The Association News Room cannot make any copies.

If you have additional questions, please contact Michelle Kirkwood, Director, Communications and Media Relations, American Diabetes Association, 703-299-2053, mkirkwood@diabetes.org.

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