Guidelines for Press and Media

The American Diabetes Association (ADA) provides complimentary access to the Scientific Sessions to credentialed members of the media, including print, broadcast and online media, for the express purpose of gathering news and information to produce news coverage of the ADA’s 80th Scientific Sessions in Chicago. Media registration is intended for representatives of news media outlets that provide widely accessible, regularly appearing, original news coverage to professionals and the public.

Representatives from qualified media outlets must represent the editorial staff, not the advertising or marketing staff of their news 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 and are not permitted to register as media. For approved members of the media, the ADA provides a staffed Press Office featuring traditional amenities, including internet access, computer printers, private interview rooms, coffee service, light snacks and other related services.

ADA press staff will be available to facilitate interviews with ADA representatives and researchers, which can be scheduled on-site in the Press Office. Interview rooms are available for use by the media and can be scheduled on an hourly basis with ADA staff in the Press Office. Use of these rooms for purposes other than editorial news coverage of the Scientific Sessions is prohibited.

Please note that prior-year registration does not guarantee eligibility for press credentials at the 80th Scientific Sessions.

Following review of these guidelines in their entirety including press registration requirements on page 2, please visit our online form to request complimentary press registration.

Embargo Policy

All abstracts and research being presented in the official program of the ADA’s 80th 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:

<table>
<thead>
<tr>
<th>Abstracts</th>
<th>Embargo Lifts</th>
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<tbody>
<tr>
<td>Abstracts or research included in the ADA’s official 80th Scientific</td>
<td>At the conclusion of the News Briefing or the conclusion of the presentation</td>
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<tr>
<td>Sessions Press Program</td>
<td>at the 80th Scientific Sessions, whichever is first. Please contact the ADA press office for more information: <a href="mailto:SciSessionsPress@diabetes.org">SciSessionsPress@diabetes.org</a></td>
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<tr>
<td>All published-only abstracts</td>
<td>Friday, June 12, 2020 at 11:30 AM CT</td>
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<tr>
<td>Abstracts presented in oral presentations</td>
<td>At the conclusion of the presentation at the 80th Scientific Sessions.</td>
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<tr>
<td>All abstracts in the Poster Hall</td>
<td>Saturday, June 13, 2020 at 10:00 AM CT</td>
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The Embargo Policy applies to all abstracts regardless of whether information is obtained from another source. Any abstracts in violation of the Embargo Policy will be withdrawn from presentation at Scientific Sessions.
Abstracts will be available for review online under embargo before the meeting beginning on Tuesday, June 9, 2020 at 5:00 PM ET. The early availability of the abstracts is for the sole purpose of assisting attendees in creating their itineraries for the meeting. All science remains confidential/not for public availability until the applicable embargo lift time.

The Embargo Policy will be strictly enforced. Failure to abide by the Embargo Policy may result in suspension of media credentials at the ADA’s 80th Scientific Sessions as well as future meetings and may also impact the ability to receive advance press materials for future meetings.

The ADA reserves the right to adjust the embargo.

Press Registration Requirements

All media planning to attend the ADA’s Scientific Sessions must request permission to register through the ADA’s online registration form. Media registration is limited to two individuals per news organization. Media are asked to submit their registration requests no later than May 22, 2020.

Once approved for registration access, you will receive an email with specific instructions about how to register and secure housing—your registration is not complete until you have followed the steps in the email. In accepting the ADA’s press credentials, all press registrants agree to provide the ADA with copies of the information the writer gathered at this conference. Failure to do so will result in denial of media credentials for future Scientific Sessions. All press registration credentials are subject to review by the ADA’s Press team.

Eligibility Guidelines

The ADA requires that individuals represent news outlets that publish ongoing (>6 months), original news coverage. In addition:

- Articles must meet journalism standards and cannot be focused on a single company or product;
- If sponsored, have more than one sponsor;
- Have complete editorial independence and freedom from sponsors/advertisers; and
- Have an editorial board or editorial oversight free from any conflict of interest

Outlets that meet the above criteria must also fall into one of the following three categories:

<table>
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<tr>
<th>Print, broadcast (radio, TV) or online (blog):</th>
<th>Medical Journals:</th>
<th>Newsletters:</th>
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<tbody>
<tr>
<td>- Websites not tied to a formal news organization must consistently publish editorial news coverage beyond forums, troubleshooting tips, links and reader contributions;</td>
<td>- Must be peer-reviewed;</td>
<td>- Must be widely published and publicly available; and</td>
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<tr>
<td>- Blogs and websites must contain dated, diabetes-related news content;</td>
<td>- Must publish original manuscripts; and</td>
<td>- Must primarily cover news about diabetes research, care and prevention.</td>
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<td>- Blogs and websites must be updated at least weekly; and</td>
<td>- Must have a regularly appearing editorial news section.</td>
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<td>- Blogs and websites must have traffic greater than</td>
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<td>7,000 page-views per month.</td>
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The following are **not eligible** for media credentials or press registration:

- Professional society informational products;
- Financial analysts;
- CME/Medical Education company or provider;
- Sales divisions of companies with products or services;
- Marketing, advertising or public relations firms;
- Publishers;
- Book authors;
- Communications, print and online promotion services;
- CEOs, presidents, and other business leadership;
- Exhibitors;
- Corporate investment and institutional newsletters;
- Personal websites;
- Patient-specific publications; and
- Patient advocates.

Use of media privileges to work for non-credentialed organizations or other media outlets not credentialed by the ADA is strictly prohibited. Individuals working for multiple publications must confirm with the ADA in advance that each outlet meets the requirements.

**Requesting Registration Access**

In order to apply for press registration, all attendees must provide:

- Valid media identification or press credentials;
- Letter of Assignment from a qualified news organization; and
- The appropriate coverage as a first-time or prior-year attendee:
  - **For prior year attendees:** Published, bylined coverage from the most recent Scientific Sessions meeting. Articles must meet journalism standards and cannot be focused on a single company or product.
  - **For first time attendees:** Two recent, bylined articles or stories about diabetes research, care and prevention.

In addition to these items, freelance journalists, newsletter journalists, television/photography crews and bloggers and other online news outlets must provide the following supplementary materials:

<table>
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<tr>
<th>Freelance Journalists:</th>
<th>Newsletter Journalists:</th>
<th>Blogs and online news outlets:</th>
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<tr>
<td>In addition to the requirements for all attendees, an official letter of assignment from an accredited news organization must be included.</td>
<td>In addition to the requirements for all attendees, three issues of their newsletter containing at least one bylined article in each issue relating to diabetes research, care and prevention must be included.</td>
<td>In addition to the requirements for all attendees, traffic data from a third party (Sitemeter, Technorati, Feedburner, iTunes, Google Analytics or an equivalent) must be included.</td>
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Television, Photography and/or Radio Crews:

- In addition to requirements for all attendees, further information must be submitted following initial approval of press registration.
- Prior authorization is required for live coverage on-site, including truck parking. Requests must be made with Press Office staff in advance. News vehicles needing electrical service or external cabling must apply 72 hours in advance and will be given instructions on where they can park.
- Videotaping is restricted to the ADA’s interview rooms and select areas within the convention center. Media crews filming outside of these areas must be accompanied by an ADA press staff member.
- No filming or photography is permitted in any sessions or the Exhibit Hall, including the Poster Hall and any posters.
- Any requests for filming or photography must be submitted in writing, in advance of the meeting. If approved, journalists will receive appropriate credentials and may be accompanied by the ADA’s press staff.

Please note that any video recording performed in approved areas must abide by the following guidelines: one camera per room is permitted without any labor assistance, provided the camera is owned by the sponsoring organization and the operator is a full-time employee of that same organization. If multiple cameras are used, an operator from Camera Operators Local 1220 will need to be scheduled for each camera and for the switching equipment. All costs for a Union operator are billed directly to the media outlet. Please contact SciSessionsPress@diabetes.org to request additional documentation and payment information.

To request registration, please submit your request with the documents listed above via this web form: https://fs30.formsite.com/ConventionOperations/t2ritblse/index.html.

If you are unable to complete the online form, please email SciSessionsPress@diabetes.org to request a print copy of the form.

Photography, Video & Audio Recording Guidelines

Allowing photographs of presentation slides at the Scientific Sessions will be at the discretion of the presenter/study author. Each presenter/study author will announce, verbally and visually on a slide at the beginning of their presentation, whether or not he/she approves of photos being taken of their slides. If allowed, attendees may take photographs during presentations provided that the photographs are for personal, non-commercial use and are not for publication or rebroadcast without the express written permission of the author. Attendees are prohibited from using flash photography or otherwise distracting the presenters or members of the audience. The ADA asks all attendees including members of the media to be respectful of the study author’s announcement—please respect the scientist and his/her work.

Video filming with audio recording is permitted only in interview rooms and designated on-site filming locations. Additional credentials and liability insurance are required for these locations. Please contact the ADA Press Office for more information at SciSessionsPress@diabetes.org.

Audiotaping is allowed in sessions via hand-held devices, not to be placed on podium or head table, for personal, non-commercial use. Images and audio recordings are not for publication or rebroadcast by a news outlet without the express written permission of the lead study author.

Photographers seeking photos of presenters in a news briefing are encouraged to inform the ADA Press Team to secure access to a photo from ADA’s official photographer, or to set-up a photo in the ADA’s Press Office.
The following are prohibited for any purpose:

- Videotaping of educational or scientific sessions, including the Poster Hall;
- Videotaping in the Exhibit Hall; and
- Videotaping in press briefings.

Social Media Guidelines

The ADA encourages the use of social media, when following the above photo policy and within embargo restrictions, to update followers on the latest news coming from Scientific Sessions. The ADA asks all attendees, especially members of the media, to be respectful of the study author’s announcement at the start of their presentation—please respect the scientist and his/her work.

The hashtag for the 80th Scientific Sessions is #ADA2020. Reporters can follow @ADA_DiabetesPro for conference updates.

Violations of the Guidelines

Registered media may not use their Scientific Sessions access to sell products or services to attendees or exhibitors. Media may not distribute promotional materials of any kind during Scientific Sessions, including materials related to their respective media outlets. 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. Media found in violation will lose media credentials for this and subsequent meetings.

Physicians covering the meeting for a media outlet may register as a regular attendee (eligible to earn CE/CME credits) or as the representative of an approved media organization (not eligible for CE/CME credits), but not as both.

For security purposes, Scientific Sessions badges must be worn and visible always and are required for admittance to all events and press facilities. They are the sole property of the ADA and are non-transferable (may not be shared).

False certification of individuals as media or paid meeting attendees, misuse of badges, assisting unauthorized persons to gain access to any ADA meeting or co-sponsored symposia event or materials, or any inappropriate or unauthorized conduct will be just cause for repossessing media badges, revoking media credentials of any individuals involved, and expelling all parties involved from the meeting without obligation for refund of any fees.

Individuals who attend or are part of an ADA meeting or co-sponsored symposia may not engage in any demonstrations or other behavior that the ADA deems to be disruptive to the conduct of the meeting. Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future ADA meetings.

Any issues not covered in this document are at the sole discretion of ADA Staff.

If you have any questions, please contact the ADA Press Office team at SciSessionsPress@diabetes.org.
Guidelines for Corporate and Agency Public Relations Professionals

Registration & General Guidelines

Corporate or industry public relations representatives may register for ADA’s Scientific Sessions as regular attendees.

Public Affairs representatives of NIH/NIDDK-designated diabetes research centers presenting abstracts at Scientific Sessions and related non-profit, partner organizations are eligible for complimentary public affairs registration. Registration is limited to one representative per organization.

All attendees and participants including public relations representatives are required to abide by the embargo and confidentiality policies listed above.

Media briefings, news conferences, press receptions and other media events, other than those sponsored by the ADA, cannot be held in the Convention Center, and are not permitted during the official hours of the ADA’s 80th Scientific Sessions.

A limited number of abstracts will be chosen to participate in the ADA’s Official Press Program, and the authors of the abstract will be notified. Investigators presenting research at an ADA Press Briefing are only permitted to invite other authors named in the study. Public relations representatives are not permitted to attend News Briefings.

Presentation or discussion of scientific research results at satellite meetings or press conferences prior to the scheduled Scientific Sessions 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 ADA. Parties interested in hosting a media event must adhere to the ADA’s media rules and embargo policies.

Materials Distribution

Organizations may distribute press materials to members of the media attending the ADA’s Scientific Sessions through their booth in the Exhibit Hall, however, the embargo policy still applies and must be followed. Leading up to the public release of abstracts, either in advance of or throughout the Scientific Sessions, reasonable measures of care should be taken to ensure that your media contacts are aware of and agree to respect/abide by ADA’s Embargo Policy. Any premature release of any abstract or its findings, even if unintentional, would be in violation of the embargo and deem the abstract ineligible for presentation at the Scientific Sessions.

All press materials distributed through the ADA’s press office are subject to the following guidelines:

- Press materials must be directly related to an abstract that is being presented in the ADA’s Scientific Sessions program. Press releases must include that the research is being presented at the ADA’s 80th Scientific Sessions.
- All press materials must prominently display the corresponding abstract number and the embargo date and time for the abstract. All abstracts are embargoed (confidential, not for public information or release) until the applicable embargo lift time (see the Embargo Policy section); please consult with the lead study author to confirm. 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.
- Media kits are not permitted.
The ADA does not endorse any corporate or institutional press materials and will display these materials strictly as non-ADA literature.

The ADA must approve media information materials prior to display. The ADA retains sole discretion to review and approve or not approve any materials distributed at the 80th Scientific Sessions. Please include local (Chicago) contact information on press materials so reporters can reach you. There is a limit of 10 submissions (including press releases) from each organization.

A review copy of the media information should be sent to SciSessionsPress@diabetes.org no later than May 24, 2020. After May 24, 2020, press materials must be brought to the ADA’s Press Office on-site at the Convention Center during Press Office hours. Please leave your materials with the ADA’s staff. The ADA will review materials and retains sole discretion regarding approval.

Materials that are approved will be displayed in the ADA Press Office on a table separate from the ADA’s press materials. Please deliver up to 100 print copies of the approved press materials to the ADA Press Office; the ADA Press Office cannot make copies.

**Media Pitching**

Companies and agencies may pitch their abstracts to the media in advance of the meeting as long as:
- they pitch the abstracts *one-on-one* with the media;
- 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
- 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.

ADA’s media lists, past and present, are proprietary and are not shared, sold or rented in any form.

On-site visual recording of the ADA’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 ADA staff representative. Please contact the ADA’s Press Office in advance to make arrangements. Please see the Photography, Video & Audio Recording Guidelines above.

**Access to the ADA Press Office and Rules of Conduct**

Corporate and public relations representatives are not permitted in the ADA Press Office or the official ADA 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 ADA’s Press Office staff.

Please be respectful of reporters’ needs and deadlines. Public relations and corporate representatives are prohibited from congregating or loitering, distributing materials or engaging in media relations activities outside the ADA’s Press Office or press conference rooms. Dissemination of material in the area outside these rooms is strictly prohibited.

For security reasons, 80th Scientific Sessions badges will be required for admittance to all events; badges should be worn and visible at all times. Lost badges should be reported to the Registration staff immediately.
All Scientific Sessions registration badges are non-transferable. False certification of individuals as paid Scientific Sessions attendees, misuse of badges, any method of assisting unauthorized persons to gain access to any Scientific Sessions event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of any individuals involved, and expelling all parties involved from the meeting without obligation on the part of ADA for refund of any fees.

If you have additional questions, please contact the ADA Press Office team at SciSessionsPress@diabetes.org. Please note: all inquiries must be submitted via email/in writing.