Guidelines for Media Representatives
at the 65th Scientific Sessions, San Diego, California
June 10-14, 2005

PLEASE NOTE the revised guidelines for this year. All requested materials (e.g., completed registration form, press credentials/letter of assignment, statement indicating information not to be used in continuing medical education programs and materials, statement that not representing for-profit organizations, etc.) must be submitted in order to be registered.

1. The American Diabetes Association provides complimentary access to its annual Scientific Sessions and Exhibit Floor to all media, including print, broadcast and on-line media. Media representatives welcome to attend include reporters, writers, photographers and videographers.

2. For these media, the Association provides a staffed News Room, featuring traditional amenities, including phone/fax/modem lines, computers with Internet access, breakfast and lunch daily, and other related services.

3. The American Diabetes Association does NOT provide complimentary access to its News Room 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.

4. The American Diabetes Association does NOT provide complimentary access to its News Room to any media or organizations that attend on behalf of a for-profit organization (for example, freelance reporter/writer 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.).

5. All media wishing to attend the Association’s Scientific Sessions must register with the Association’s Communications Department. Kindly limit media registration to no more than 2 individuals per outlet. Media are requested to pre-register no later than Thursday, June 2, 2005. Registrations received later than June 2 and on-site registrations are permitted, but are discouraged.

6. For pre- and on-site registration, all media must submit/present valid press credentials and/or letter of assignment from the media outlet. When registering, you must indicate, either orally or in written form, 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 or your media outlet is not attending on behalf of a for-profit organization (see Guideline #4).

7. No filming or photography is allowed, under any circumstances, during any of the program sessions, including general sessions, symposia, oral presentations or workshops. Interviews with speakers must be filmed outside the meeting room or, pending approval, in the News Room.

8. 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.

9. There is a strict embargo on the science being presented at the Scientific Sessions (this applies to all information included in the abstract book). Specific embargo information is as follows:
   • General Posters and Publish Only papers are embargoed until 10:00 a.m. (Pacific Standard Time), Saturday, June 11th
   • All other papers are embargoed until immediately following their presentation

10. 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 Exhibition Floor.

11. 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.

Please contact Diane Tuncer at (703) 299-5510 or dtuncer@diabetes.org with any questions. Thank you.

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