



October 15-19, 2010 • Metro Toronto Convention Centre/South Building • Toronto, Ontario, Canada

## **Embargo Policy / Media Guidelines**

### **Media Participation at the [ASBMR 2010 Annual Meeting](#)**

Offers the following to properly accredited members of the media:

- Annual Meeting Registration (*complimentary...limited to four per organization*)
- Embargoed Media Kit
- ASBMR *Abstracts* book
- Admission to Scientific and Educational Sessions of the Official Program
- One-on-One Interview Opportunities
- Media Room Access

The Society has established these guidelines governing media and corporate/institutional media activities to facilitate coverage of news generated by the [ASBMR 2010 Annual Meeting](#).

The Society reserves the right to deny admission to any representative who fails to adhere to these policies or who misuses his or her media privileges to engage in activities other than journalistic pursuits.

### **Embargo Policy**

Media are required to abide by the embargo policies governing the ASBMR 2010 Annual Meeting. The embargo policy states that coverage of research being presented at the Annual Meeting is strictly prohibited until one hour after presentation.

This includes abstracts highlighted as part of the official media kit and those published in the ASBMR's official journal, the *Journal of Bone and Mineral Research (JBMR Abstracts* book).

### **Media Registration**

Journalists who are employed by accredited news organizations and attend the ASBMR 2010 Annual Meeting for the purpose of editorial coverage will be granted media credentials. Media registration is limited to four individuals per organization.

To receive official approval, journalists must submit media credentials, including a photocopy of official press credentials or a letter verifying assignment to the conference on the letterhead of the media organization being represented.

[2010 ASBMR Annual Meeting Media Registration Form \(Click Here to Download\)](#)

**Online media** must meet the following criteria:

- The website must include original, editorial news coverage.
- Editorial content must be independent of advertising or sponsorship.
- Advertising must be clearly identifiable as advertising.
- The website, if sponsored by a for-profit entity, must have multiple sponsors and be clearly identified.

Companies or organizations producing publications, videotapes, or other electronic media intended for marketing, advertising, or public relations purposes may **not** register as media.

Information regarding media registrants is proprietary. The Society does not give, rent, or sell current, past, or on-site media registration lists.

Special requests related to media facilities must be made in writing no less than three weeks prior to the ASBMR 2010 Annual Meeting and must be approved by the Executive Director.

### **Non-Society Media Events**

Media briefings, news conferences and press receptions that relate to the ASBMR 2010 Annual Meeting Official Program and Ancillary Program, other than those sponsored by the ASBMR, are not permitted on-site at the Convention Centre, hotels, and/or anywhere in the host city without proof of approval. Companies, organizations and Sponsored Symposia Organizers may not disseminate or promote any information related to or a part of the Annual Meeting Official Program or Ancillary Program to the media, without prior written permission from the ASBMR.

The Society's name and/or logo may not be used in media releases, as this practice may give the appearance of endorsement, *except* to state: "This research/science was presented at the 2010 Annual Meeting of the American Society for Bone and Mineral Research (ASBMR), October 15-19, 2010." If the research/science is not presented as part of the ASBMR Annual Meeting Official Program, it should be referenced as being presented in conjunction with the ASBMR 2010 Annual Meeting.

## **On-Site Regulations**

### **Media Room**

Media credentials are required for entry to the media room. **Company and public relations representatives are not permitted in the Media Room.**

*All public relations and corporate representatives are expected to be respectful of reporters' needs and deadlines. Representatives may leave a message for a journalist and/or post a general announcement by providing name, affiliation and information to Media Room personnel.*

### **Media Access**

Registered media are required to wear their ASBMR media badges at all times while on-site at the ASBMR 2010 Annual Meeting. Entry into sessions requires a badge - registered media (with badges) need to complete a request form and obtain approval from the Executive Director and presenter to take photographs, record video or audio in any session or other ASBMR-controlled event during the Annual Meeting.

All scientific and educational sessions at the Annual Meeting are open to the media.

[Photography and Video and Audio Recording Policy with Permissions Form \(Download\)](#)

### **Media Kits**

Companies should bring media kits for review by the ASBMR media relations team. Information included should be limited to science being presented at the meeting, fact sheets, backgrounders, etc. Institutional or corporate promotional or advertising materials are not permitted in the Media Room or kits.

Media kits cannot be reviewed prior to the meeting and may not be shipped directly to the Convention Centre or to the Society's headquarters office.

## **Photographing and Video and Audio Recording**

**Photographing and video/audio recording scientific sessions, educational sessions, or Exhibit Halls is strictly prohibited.** To photograph or record other content on-site, media may submit a request form. If permission is granted, the individual must sign, abide by and carry the *Audio, Video and Photography Permissions Form*. The form requires the signature of an ASBMR media representative and must be carried on your person at all times while attending the annual [ASBMR 2010 Annual Meeting](#).

[Photography and Video and Audio Recording Policy with Permissions Form \(Download\)](#)

**ASBMR media inquiries should be directed to:**

**Michelle T. Heatley at +1 (202) 367-2416 or [mheatley@asbmr.org](mailto:mheatley@asbmr.org).**