

**GUIDELINES FOR NEWS MEDIA COVERING
THE ALZHEIMER'S ASSOCIATION INTERNATIONAL CONFERENCE® 2020**

**INCLUDING PRESS OFFICE GUIDELINES FOR EXHIBITORS, SPONSORS AND
OTHER INDUSTRY REPRESENTATIVES**

July 26-30, 2020 (July 24-25 preconferences)
Amsterdam, Netherlands

NEWS EMBARGO POLICY

All materials presented at the Alzheimer's Association International Conference® 2020 (AAIC®) are embargoed for publication and broadcast until the date and time of presentation at the conference, or an embargo date and time specified by the Alzheimer's Association®. Please contact the Alzheimer's Association Public Relations Department at AAICmedia@alz.org with any questions.

- The news embargo for abstracts and scientific presentations included in the AAIC news program will be listed on the news release that includes that abstract/presentation. The embargo must be adhered to regardless of the time of presentation at AAIC.
- News embargoes for plenaries and oral sessions not included in the AAIC news program are at the beginning of each individual talk (not the overall session). For example, for an oral presentation session starting at 2 p.m. where each talk is 15 minutes long, the news embargo on the:
 - First talk = 2 p.m.
 - Second talk = 2:15 p.m.
 - Third talk = 2:30 p.m.
- The news embargo on a poster session is at the scheduled beginning of the session.
- All times are local time of the conference site, unless otherwise specified.

All news media representatives, scientists, funders of science presented at AAIC, and AAIC exhibitors/sponsors agree to be bound by the AAIC confidentiality policy, and by news embargoes and release times stated on news releases and other news materials issued by the Alzheimer's Association and AAIC.

Embargoed AAIC news materials are intended specifically for each journalist's individual use and are not to be shared in any way with anyone until the news embargo date/time has passed. By accepting embargoed AAIC news materials, journalists acknowledge that the materials are solely for their use and that they will not distribute, publish, broadcast or in any other way share them before the news embargo time has passed.

If a reporter or news media outlet breaks an AAIC news embargo, the Alzheimer's Association reserves the right to revoke their press access and credentials for the current event and future Alzheimer's Association conferences and events.

NEWS MEDIA REGISTRATION AND CREDENTIALS

Complimentary registration as a journalist for AAIC is solely for those individuals who will produce news coverage of the conference. News media outlets must be in existence and regularly (daily/weekly) covering health-related topics, including brain science/research, for at least six months to be eligible to send journalists to AAIC.

News media must register to attend AAIC and pre-register for advance access to embargoed news materials. Complimentary registration for news media and press badges for onsite access are available only to credentialed journalists from recognized external print, broadcast, syndicated or online news organizations with assignments. Registration approvals for news media/reporters are at the discretion of the Alzheimer's Association. www.alz.org/aaic/press.asp

A maximum of four representatives from any news media outlet will be allowed to register as press for the AAIC unless agreed upon by the Alzheimer's Association. If additional press registrations are needed, please contact the Public Relations Department of the Alzheimer's Association at +1 312.335.4078 or AAICmedia@alz.org.

Those who do not qualify for complimentary AAIC news media registration or event press badges include, but are not limited to, the following:

- Publishers or a publication's advertising, marketing, public relations or sales representatives.
- Publishers, editors or writers from internal publications or newsletters.
- Book publishers and book authors.
- Public relations, marketing, advertising or sales staff of AAIC exhibitors, sponsors or educational institutions, or other companies, or their PR firms or consultants.
- Financial, market and industry analysts; employees of financial, market and industry analyst firms and medical communications companies. Employees of companies whose primary business is as investment advisors or business consultants. Employees of business information/intelligence services, publications and databases.
- Other individuals who are not actually reporting on the meeting.
- Freelancers working without an assignment.
- Non-news media websites, such as blogs not associated with accredited news media or which carry primarily personal information and opinion. Sponsored blogs or blogs of for-profit companies that do not have independent editorial staff.
- Individuals whose purpose is to repackaging content for continuing medical education (CME) opportunities, research studies and textbooks.
- Scientists presenting data at AAIC may not register as journalists; they must register in the conventional manner. Individuals registered as journalists are not eligible for CME credits.

All of these individuals are welcome to [register](#) for AAIC as regular attendees.

Credentials

To register for AAIC as a journalist and obtain a press badge, identification certifying that you are a member of the news media is required. This includes the following:

- A recognized official press card; or a business card showing verifiable current employment as a reporter/writer/editor at a recognized news media outlet; or a current membership card from the National Association of Science Writers (see “Freelancers” section below).

AND

- Copies of news coverage of the previous year’s AAIC, if you were registered as a journalist for that event.

Freelancers

In addition to the materials listed above, freelancers must also submit:

- A letter on the media outlet’s letterhead stating that you are on assignment to cover AAIC.
- At least two copies of bylined articles published in the last year for recognized news media outlets covering health- or medical-related topics, particularly research/science.

Please send copies of these materials to the Alzheimer’s Association with your registration form.

Scientific/Medical Journals

Only those scientific/medical journals that have regular sections for editorial news coverage may apply for registration as a journalist at AAIC. Only those people who actually generate that editorial content may apply.

Production Companies and Film Crews

Production companies and documentary film crews that wish to register for AAIC as journalists must submit a written request at least one month in advance of the conference. Requests must include:

- Information on the production company.
- A film/documentary treatment.
- Marketing and distribution plans.
- Information on sponsors.
- List of planned and/or requested interviews.

Newsletters

Newsletters that are widely published and publicly available, published regularly (at least six times/year), and that primarily cover Alzheimer’s disease/dementia news are eligible to credential one journalist. Investment, corporate, internal and institutional newsletters are not eligible for news media credentials. Applicants must submit two recent issues of the newsletter, each containing at least one bylined medical/health/science article, and coverage from the previous year’s AAIC (if applicable).

Advance Registration

Members of the news media are strongly encouraged to register in advance of AAIC. Advance news media registration will be available on the AAIC website. <https://www.alz.org/aaic/press.asp>

On-Site Registration

On-site registration for journalists will be available in the AAIC Press Office. Credential requirements are the same for on-site registrants as advance registrants (see above).

SCIENTIFIC ABSTRACTS

AAIC abstracts, sessions and schedules will be available to registered journalists through a password-protected website and the AAIC app approximately one month before the conference. Data and details for abstracts included in the AAIC news program will not be on the website or app until the news embargo has passed, but will be available to reporters registered for AAIC through the Alzheimer's Association media relations staff.

NEWS BRIEFINGS

News briefings will be held daily during AAIC and are only for reporters with AAIC press credentials. A news briefing schedule that lists topics, times and presenters will be posted in the Press Office and on the [AAIC website](#). In most cases, one-on-one interviews can be arranged with news briefing presenters. Arrangements can be made through the Alzheimer's Association media relations staff in advance of AAIC or in the Press Office during the conference.

VIDEO/PHOTO/AUDIO REGULATIONS

Filming and photography in the AAIC poster/exhibit hall area are prohibited, unless there is a signed contract with the Alzheimer's Association executed in advance of the meeting.

All news media including television, video crews and still photographers covering the meeting are required to check-in immediately at the Press Office each day.

Television, video crews and still photographers must be accompanied by an Alzheimer's Association public relations representative at all times when shooting any of the events related to AAIC. Shooting schedules should be provided in advance to ensure staff availability.

Though they are eligible for AAIC registration as journalists – photo, video, film and production crew members may not be eligible to receive embargoed materials at the discretion of AAIC Press Office staff.

AUDIO

Journalists may record audio of speeches and scientific presentations for note-taking purposes only, and may not post or broadcast audio excerpts. If you plan to record audio for note-taking, you must alert AAIC Press Office staff as you initially sign-in or register and sign the form provided in the Press Office.

DISRUPTIVE BEHAVIOR

Journalists conducting any photo, video or audio recording that is considered disruptive by AAIC Press Office staff, AAIC security, other conference staff and speakers/scientific presenters will be asked to immediately cease. If disruptive activity is not stopped, the journalists' registration is subject to withdrawal and individuals are subject to removal from the conference.

PHOTOGRAPHY

Please respect speaker instructions regarding not taking photos of slides or other materials containing their data. While sharing your experience on social media is encouraged to add to the conversation around AAIC, sharing of images on social media that contain discernable research data is prohibited.

SCIENTIFIC PAPERS & VISUALS

Journalists who want to view and reproduce posters, slides, graphs and other visuals to illustrate news coverage must have the presenters' permission. The Alzheimer's Association media relations staff will assist with requests to use such materials.

Scientific Presentations/Plenary Sessions

As a courtesy to presenters, television and video crews and photographers must obtain permission of the speaker and moderator before capturing images, video and/or audio of presentations. Television and video crews may not use artificial lights during presentations. Flash photography during scientific presentations and plenary sessions is prohibited.

Scientific Posters & Exhibits

Crews and photographers are asked not to interrupt researchers and others who are studying scientific posters and exhibits. Researchers can be interviewed in lounge areas or as they leave the scientific poster and exhibit areas.

Quiet areas will be available for registered journalists to conduct interviews. The Alzheimer's Association media relations staff will coordinate the use of these quiet spaces as they are available.

SECURITY AND CONDUCT INFORMATION

AAIC badges with an attached "press" flag are required for admittance to all AAIC-related presentations and events. Badges should be worn and visible at all times. Lost badges should be reported to the AAIC Press Office staff immediately.

The following badge policies will be in effect throughout AAIC:

- AAIC press badges are the sole property of AAIC.
- AAIC press badges are non-transferable.
- False certification of individuals as paid AAIC attendees, misuse of press badges (including but not limited to badge transfers), any method of assisting unauthorized persons to gain access to any AAIC presentation or event, or any inappropriate or unauthorized conduct will be just cause for repossessing badges of all individuals involved, and expelling all parties involved from AAIC without obligation on the part of AAIC for refund of any fees.

AAIC reserves the right to bar from this and future conferences any registered journalist who fails to adhere to these policies or who misuses his/her news media privileges to engage in activities other than journalistic pursuits.

PRESS OFFICE GUIDELINES FOR EXHIBITORS, SPONSORS AND OTHER INDUSTRY REPRESENTATIVES

PRESS LIST POLICY

The Alzheimer's Association® does not share its press list or the names of those reporters who are registered for AAIC.

EMBARGO POLICY

All scientists and their funders, and all AAIC exhibitors and sponsors, agree to be bound by the news embargoes and release times stated on news releases and other news materials issued by the Alzheimer's Association and AAIC. If a scientist or company that is a participant in an AAIC news briefing or news release is discovered to have broken an AAIC news embargo, or encouraged the breaking of a news embargo, the Alzheimer's Association reserves the right to remove the participant from the news briefing and remove that scientist's/company's information from the news release.

PRESS OFFICE

The AAIC Press Office and news briefings are open only to members of the working press. Exhibitor and sponsor staff and representatives are not allowed in the Press Office. As a courtesy to news media representatives, AAIC discourages these individuals from standing outside the Press Office and Press Briefing Room in an effort to meet with journalists.

Quiet areas may be available for sponsor/exhibitor representatives accompanied by registered journalists to conduct interviews. Press Office staff will help schedule use of these spaces.

SPONSOR AND EXHIBITOR NEWS RELEASES

As a convenience for journalists, news releases from exhibitors and sponsors related to science being presented at AAIC will be displayed in a designated area of the Press Office. Only news materials related to science being presented at AAIC will be accepted – no promotional material or background material, and no general press kits. The Alzheimer's Association does not endorse news materials from exhibitors and sponsors.

The Alzheimer's Association must approve all exhibitor/sponsor media materials before they are displayed in the Press Office at AAIC. See approval process below. The Association reserves the right to not approve the materials for any reason.

News releases must state that the data “was presented at the Alzheimer's Association International Conference® 2020 (AAIC®).” First references to the conference in all news materials must use that full name. “AAIC” is acceptable on subsequent references. In addition, all references in news materials to the Alzheimer's Association® must use this full name; there are no acceptable shortened forms or acronyms.

“Participation” or “Curtain Raiser” News Releases

Public and news announcements made in advance of AAIC that a scientist or company is scheduled to make a presentation of AAIC may include the date, time, location and topic of presentation, but may not include the methods, results and/or the type or direction of results, even if that is included in the name/title of the submitted abstract. For that reason, authors are discouraged from putting the type and/or direction of results in the abstract title.

Approval Process

Prior to **Monday, July 6, 2020**, a review copy of all exhibitor/sponsor media materials must be sent to Alzheimer's Association Public Relations email, AAICmedia@alz.org or fax to 866-720-0074. **Materials not received by July 6, 2020 will not be displayed at AAIC.**

Up to 100 copies of accepted press materials can be dropped off to a staff person at the Press Office during regular hours of operation. Press Office staff will not make copies of outside press materials.

NEWS BRIEFINGS

AAIC News Briefings

At the discretion of AAIC Press Office staff, up to two representatives from an exhibitor/sponsor may attend an AAIC news briefing at which science they have funded or conducted is presented.

Non-AAIC News Events

AAIC prohibits all news events, including news conferences, news briefings, webcasts and media receptions, both onsite at AAIC and offsite in Amsterdam, during normal AAIC Press Office hours of operation (specific times TBD).

CHANGES IN NEWS MEDIA GUIDELINES

These policies are subject to change at any time.

For questions or further information, please contact the Alzheimer's Association Media Relations Department at AAICmedia@alz.org or call +1 312.335.4078.

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