2017 ACR/ARHP Annual Meeting Press Registration & Newsroom Policies and Procedures

The ACR/ARHP Annual Meeting is the premier rheumatology research and education event of the year. Last year’s meeting boasted 450+ educational sessions and workshops, 3,000+ scientific studies, and 16,000+ attendees from around the world.

Eligible journalists receive complimentary press registration, access to recorded sessions, an embargoed press kit, access to on-site press conferences, assistance in scheduling interviews with speakers, and access to an on-site newsroom equipped with printers and computers where registered press can work away from the hustle and bustle of the meeting.

For exhibitors wishing to place an announcement/press kit in the newsroom, please see the “Guidelines for Submitting Non-ACR Press Materials to Display in Newsroom” section.

Onsite Newsroom Hours
The Newsroom is limited to registered press only.
Location: TBD
- Saturday, November 4: 7:30 AM – 5:30 PM (PT)
- Sunday, November 5: 7:30 AM – 5:30 PM (PT)
- Monday, November 6: 7:30 AM – 5:30 PM (PT)
- Tuesday, November 7: 7:30 AM – 5:30 PM (PT)
- Wednesday, November 8: 7:30 AM – 11:30 AM (PT)

Press Conference Schedule
The official press conference line-up for the 2017 Annual Meeting will be announced in October 2017. Anticipated press conference dates/times are listed below.
- Sunday, November 5: 8:00 AM and 1:00 PM (PT)
- Monday, November 6: 8:00 AM and 1:00 PM (PT)
- Tuesday, November 7: 8:00 AM (PT)

Press Registration Policies and Procedures
Please review our eligibility requirements, guidelines and policies for members of the press who wish to attend the ACR/ARHP Annual Meeting prior to submitting a request for credentials. The ACR has the right to inspect the credentials of anyone registering in the newsroom and reserves the right to refuse to register any individual as press.

Embargo Policy
Accepted abstracts are made available to the public online in advance of the meeting and are published in a special online supplement of Arthritis & Rheumatology. Information contained in those abstracts may not be released until the abstracts appear online. Academic institutions, private organizations and companies with products whose value may be influenced by information contained in an abstract may issue a press release to coincide with the availability of an ACR abstract on the ACR website.

However, the ACR continues to require that information going beyond that contained in the abstract (e.g., discussion of the abstract done as part a scientific presentation or presentation of additional new information that will be available at the time of the meeting) remain under embargo until Saturday, Nov. 4 at 4:30 p.m. (Pacific Time). Violation of this policy may result in the abstract being withdrawn from the meeting and other measures deemed appropriate. Authors are responsible for notifying financial and other sponsors about this policy.
For more information regarding the ACR Embargo Policy, please contact the ACR Public Relations Department.

Who Can Register for Press Credentials?
Journalists employed by a recognized news organization, including freelancers who contribute to such organizations, are eligible to apply for press registration. To be eligible for press registration, journalists in all categories must be directly involved in the creation of news content for organizations that meet these criteria:

- Publish original editorial news coverage in a regular news section
- Have complete editorial freedom from advertisers, funders and/or sponsors
- If sponsored, the outlet has multiple sponsors (no single-sponsored publications)
- Advertisers, sponsors, paid editorial, and other funding sources are clearly identified

NOTE: Due to space limitations, no more than 4 press badges will be issued per organization. The ACR reserves the right to impose further limitations on the number of badges issued as necessary.

Bloggers
Bloggers will receive press credentials on a case-by-case basis. Include a copy of photo identification (such as a driver’s license or passport) and a copy of press identification (such as press credentials or a business card) or a statement about your blog’s intended audience and history. In addition, include copies of, or links to, three recent rheumatology or health-care science posts (posts demonstrating the blog’s coverage of rheumatology science). Finally, all blogs must demonstrate the dissemination of original, editorial news coverage and editorial freedom from advertisers and/or sponsors (single-sponsored blogs will not receive credentials; blogs with advertising must have multiple advertisers clearly identified).

Non-writing Editors
Editorial staff participating in the annual meeting for the sole purpose of editorial direction may apply for press registration, but will be required to submit letter from a designated organization official confirming that the staff member will be representing the organization for the sole purpose of editorial direction as well as a copy of the publication (electronic or hard copy). Non-writing editorial staff is limited to one per organization.

Documentary Film Crews
Documentary film crews and video production companies must submit a written request to pr@rheumatology.org at least 30 days prior to the annual meeting that includes information about the company, the purpose of attending the annual meeting, a synopsis of the film/video/documentary project, and information on the editorial/financial supporters of the project.

Photographers/Videographers
Photographers, videographers, and/or other members of the multimedia team accompanying credentialed news outlets must submit an assignment letter with their registration that includes information about the total number of crew and specific role of each crew member. Photographer/videographer/multimedia registrations count towards the four registrations allowed per organization, and assignment letters must be on company letterhead.

Who Cannot Register for Press Credentials?
The following individuals are not eligible for press registration or access to the press room and/or interview space designated for use by registered press:
• Individuals who receive exhibitor passes
• Publishers or a publications’ advertising, marketing, public relations, sales, circulation, or any other non-editorial function representatives
• Industry/exhibitor press officers and their public relations consultants
• Financial or business analysts
• Educational program developers (including CME writers and editors)
• Trade media management personnel
• Editors, writers, and scientific advisory board members for journals that do not have editorial news sections
• Companies or organizations producing publications, videos, and/or other electronic media intended for internal use, marketing, advertising, financial analysis, or public relations purposes (Exhibitors wishing to film marketing and public relations videos, such as KOLs, are allowed to do so at their booths during non-exhibit hall hours with written approval from the exhibit hall staff. Please contact schandler@rheumatology.org for more information.)
• Media who produce a communications vehicle that is sponsored by a single organization or whose revenue for the publication or issue of a publication depends solely on coverage of the ACR’s meeting
• Media who produce communications vehicle that use the ACR’s name or logo to imply endorsement from the ACR also are ineligible to receive press credentials

NOTE: The ACR prohibits the development of CME content based on information presented at its meeting. CME writers and editors, and those writers and editors working on behalf of organizations that have written CME based on ACR/ARHP Meetings, are not eligible for press passes.

Activities not Allowed by Registered Press/Photographers/Videographers
• Sales, marketing or representing a company for the purposes of obtaining advertising, subscriptions, selling photography/video production, or other products or services from any registrant or exhibitor
• Misrepresentation of role or activities to obtain media registration
• Sharing or distributing embargoed materials prior to the end of the embargo
• Developing or assisting in the development of continuing medical education programs
• Soliciting presenters and/or attendees for inclusion in CME programs or non-ACR publications
• Publishing or posting presentation slides, live streams of meeting presentations, or sharing copyrighted meeting materials without written permission (please see the ACR’s policies on abstract reprints and citations for information on how to obtain written permission to share an abstract)

Press Conference Policy
Each year, the College holds four to five press conferences highlighting select research coming out of the meeting. These press conferences are an opportunity for invited investigators to share their findings with members of the media. Press releases are drafted for these studies and submitted to registered press under an embargo prior to the start of the meeting.
Press conferences are not open to the public; however, up to two representatives of each company may attend press conferences (which are held in space distinct from the Newsroom), but must remain silent and must check-in with Newsroom staff prior to entering the press conference.

Conference Access for Registered Press

Credentialed media have access to all general sessions, the exhibit hall and poster hall. Access to pre-conference and ticketed events with limited enrollment, such as workshops and Meet the Professor Sessions, is restricted to ticket holders only. If space permits, press may be granted access to these events if written permission has been gained from the speaker prior to the start of the session.

To gain written permission, please contact the public relations staff at pr@rheumatology.org with a list of sessions you would like to attend. Staff members will contact the speakers, and forward you an email with their response that verifies you are able to attend. The email granting you access to the session will need to be printed and taken with you in order to gain entry. Printers are available on-site in the newsroom for the convenience of registered press members. All requests to contact speakers for permission to attend a ticketed session should be submitted no later than 5 p.m. ET on the Monday, October 23.

NOTE: Even with permission from the speaker, the ACR reserves the right to restrict attendance at any session. Social events, such as receptions, are open only to those who purchase tickets.

Permitted & Non-Permitted Filming, Audio Recording and Photography

All registered media are asked to observe the following policies in regard to filming, audio recording and photography during the ACR/ARHP Annual Meeting:

- Hand-held audio recorders and still cameras are acceptable, assuming that intellectual property copyrights are respected. Video cameras must be pre-approved by the public relations staff when press credentials are applied for before the meeting. Please indicate on your application whether you will be capturing video during the event. All persons with pre-approved devices will be issued a badge that contains a blue sticker indicating they are authorized to capture moving images. If you do not have one of these stickers, convention staff members are permitted to ask you to cease filming.

- With prior permission from the presenter/speaker, registered media may take photos and audio record in the poster hall and in the session rooms for the sole purpose of reporting accuracy. Filming of sessions is strictly prohibited. Photos and/or audio recordings must be captured in a non-disruptive manner so as not to disturb the presenter and other attendees. Flash photography, video recording, and live streaming of any annual meeting materials, including posters and all presentations, are strictly prohibited.

- To film in public areas of the convention center, media must receive prior approval from the newsroom staff and a camera tag. Moving video recordings are limited to interviews with presenters/attendees; general b-roll and live video updates filmed outside of the exhibit hall, poster hall and speaker sessions; establishing shots.

- Exhibits may not be photographed or videotaped unless permission by the authorized exhibitors and/or presenters is granted. Also, no photos or video are allowed in the Poster Hall without permission from the poster presenter. Press who would like general photos of the Exhibit Hall can obtain these after the meeting from the ACR. Attendees who have questions about the ACR’s media policies should contact the public relations department at pr@rheumatology.org.
• Registered media may photograph, videotape or record audio from any ACR/ARHP press conference, in designated areas within and immediately outside the press conference room, and in interview rooms designated for media use with the express permission of individuals appearing in the video.

Any images from the meeting should be credited to the 2017 ACR/ARHP Annual Meeting.

Copyright Policy
Reproduction of materials such as abstract data, posters, presentation slides, etc., requires first obtaining permission from the listed author(s) and/or presenter(s) as well as from any individual or group that may hold copyright on the material. Please reference the “Abstract Permissions and Reprints” page for copyright and reprint details. Journalists violating copyright may have their press credentials denied the following year.

Press passes are distributed on-site in the newsroom by the public relations staff, as are all materials related to the meeting. Embargoed press releases will be distributed to approved press via email prior to the meeting.

Use of Insignias/Logos
Insignias and logos of the ACR, ARHP and Rheumatology Research Foundation are proprietary marks. Use of these in any fashion, by any entity, for any purpose, is prohibited without the written permission of the ACR. The use of insignias, logos and images that mislead the intended audience to believe that a piece or production is coming from the ACR is strictly prohibited and may result in the denial of future press credentials for future meetings.

Meeting Coverage Promotion Guidelines
If you intend to present coverage of the ACR/ARHP Annual Meeting in a dedicated website, newsletter, or promotional piece of any kind, please include the following disclaimer at the top of your piece: This information is brought to you by [insert organization name] and is not sponsored by, nor a part of, the American College of Rheumatology.

Additionally, you may not use the ACR/ARHP Annual Meeting logo nor company name to imply affiliation. Acceptable titles of your coverage are as follows:

• Highlights from the 2017 ACR/ARHP Annual Meeting
• 2017 ACR/ARHP Annual Meeting Highlights
• 2017 ACR/ARHP Annual Meeting Review

The ACR reserves the right to request promotional activities violating this policy be edited or removed. Failure to comply with these guidelines may result in loss of press credentials for future meetings.

How to Apply for a Press Badge
To apply for press access to the 2017 ACR/ARHP Annual Meeting, visit http://www.rheumatology.org/About-Us/Newsroom/Media/Press-Pass-Request. Journalists should be prepared to provide the following:

• Photo identification (such as a driver’s license or passport)
• Media identification certifying that you are a working member of the print, broadcast or online media (such as a business card, accredited press pass or an official media outlet-issued credential)
• An assignment letter from an editor, assistant editor, assignment editor or designated organization official confirming that the journalist will be representing the organization and explaining the intended use of the resulting coverage (Bloggers may submit an overview of their blog and explain the intended use of the resulting coverage in lieu of an assignment letter.)
• Bylined, published work samples, preferably related to the practice of rheumatology (scientific research studies, textbooks, textbook chapters, brochure/promotional copy, etc. do not qualify as news coverage)

NOTE: Journalists who received credentials for the previous year’s ACR/ARHP Annual Meeting must submit bylined coverage from the meeting in lieu of general work samples. If meeting coverage is behind a paywall, a username and password to access the coverage must be provided. This information will only be used to verify eligibility and confirm post-meeting coverage.

All applications are now done online, so you will need electronic versions of your press credentials, photo ID, assignment letter, and samples of rheumatology-related coverage you have conducted. Once your application has been reviewed, you will receive confirmation of its approval or denial. If approved, you will then be able to reserve a hotel room at an Annual Meeting affiliated hotel. Applications will be reviewed and approved/denied within three to seven business days depending on the volume of requests being received.

Guidelines for Submitting Non-ACR Press Materials to Display in Newsroom

The ACR is committed to helping members of the media find the stories in which they are interested. In its continuing effort to do this, the ACR is allowing non-ACR press materials that meet its requirements to be distributed in the ACR Newsroom. The following sections provide information on the process for submitting press materials to the ACR Newsroom.

Who is eligible to request their press materials be distributed through the ACR Newsroom?
Any organization or company that has science being presented at the 2017 ACR/ARHP Annual Meeting, or that has a product or device about which science is being presented at the meeting, may request the distribution of its press materials in the ACR Newsroom. The ACR will not allow press materials that address data that has not been publicly released (published or presented in a peer-reviewed format), or materials that address data presented in an unofficial ACR format (e.g., investigators meeting, evening or post-meeting symposia).

Do my press materials need pre-approval?
Yes. All media kits and press releases must be pre-approved by the ACR. Press release guidelines are as follows:
• The ACR/ARHP Annual Meeting should be referenced, not counting disclaimers, in the following manner: 2017 ACR/ARHP Annual Meeting
• Press releases must directly relate to meeting abstracts and fully adhere to ACR’s embargo policies.
• Press releases must prominently display the corresponding abstract number(s) at the top of the first page.

Media kits: All press materials (such as press releases, fact sheets, etc.) must be on 8.5 x 11” paper and can be packaged in a standard 9 x 12” (or smaller) folder. The folder must be a corporate folder, not a product folder. Any label on the folder can only contain the following language:

"[Organization Name] Press Kit for Research Presented at the 2017 ACR/ARHP Annual Meeting"
Promotional/marketing materials (corporate reports, product promotions, samples, giveaways) are prohibited. An example of the media kit you wish to distribute (packaged as you intend to package for the annual meeting – including all materials you intend to include in the kit) should be submitted via mail or electronically for approval prior to the meeting. Physical copies should be mailed to: American College of Rheumatology; Attn: Jocelyn Givens, 2200 Lake Boulevard, NE, Atlanta, GA 30319. Electronic versions of kits can be emailed to pr@rheumatology.org.

Sample kits must be received by Tuesday, Oct. 17. The ACR will respond to your request within three business days of receipt.

**Press release only:** Please send the press release for approval to pr@rheumatology.org by October 23. The ACR will respond to your request within three business days.

**NOTE:** Any press releases and kits received after the due date will still be reviewed, but it may take longer for an ACR representative to respond to your request. Anything mailed to the ACR office for approval after Tuesday, Oct. 17, will not be reviewed prior to the meeting. On-site approvals are considered, time permitting, and are not guaranteed.

**Is there a limit on the number of unique press kits we can develop?** Each company/organization wishing to place a press kit in the newsroom is limited to one unique press kit. That one folder can contain multiple press releases and/or other information as appropriate.

**How do I deliver my materials to the ACR Newsroom?**
ACR Newsroom staff will accept your initial delivery of up to 70 press kits beginning Saturday, Nov. 4 at 7:30 a.m. Each day after, you may replenish your supply between 8:00 a.m. and 5:00 p.m., if necessary. Unused kits should be removed by 11:00 a.m. on Wednesday, Nov. 8. Any materials still in the Newsroom after this time will be discarded.

It is the responsibility of those displaying information in the Newsroom to deliver and pick up all materials at the designated times. FedEx, UPS, and other type of courier deliveries will not be accepted, and the ACR Newsroom staff is unable to monitor materials.

**FREQUENTLY ASKED QUESTIONS**

- **Does the ACR share its media list?**
  More than 100 national and international trade and consumer journalists normally register to cover research presented at the ACR/ARHP Annual Meeting each year. The ACR does not share, rent or sell the current or past list of registrants with attendees, exhibitors or their representative public relations and marketing agencies.

- **Does the embargo lift on all presentations/abstracts at the same time?**
  Yes. The embargo lifts on all presentations/abstracts on Saturday, Nov. 4 at 4:30 p.m. (Pacific Time) regardless of when it is presented and if it is categorized as a late-breaker or not. Late-breaking abstracts follow the same rules as abstracts selected during the earlier submission process.