

2019 ACR/ARP Annual Meeting Press Registration & Newsroom Policies and Procedures

The ACR/ARP 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 research studies, and 15,000+ 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 on page 7.

Onsite Newsroom Hours

The Newsroom is located in Building B, Level 2, Room 202 (B202) and is limited to registered press only. Press passes are distributed on-site in the newsroom by the public relations staff, as are all materials related to the meeting. As a courtesy to others who are working in the newsroom, interviews and editorial meetings are not permitted in this space.

- Saturday, November 9: 7:00 AM – 5:30 PM (EDT)
- Sunday, November 10: 7:00 AM – 5:30 PM (EDT)
- Monday, November 11: 7:00 AM – 5:30 PM (EDT)
- Tuesday, November 12: 7:00 AM – 5:30 PM (EDT)
- Wednesday, November 13: 7:00 AM – 11:30 AM (EDT)

Press Conference Schedule

The official press conference line-up for the 2019 Annual Meeting will be announced in October 2019. Anticipated press conference dates/times are listed below.

- Sunday November 10: 8:00 AM and 1:00 PM (EDT)
- Monday, November 11: 8:00 AM and 1:00 PM (EDT)
- Tuesday, November 12: 8:00 AM (EDT)

Press Registration Policies and Procedures

Please review our eligibility requirements, guidelines and policies for members of the press who wish to attend the ACR/ARP 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.

Abstracts Embargo Policy

All abstracts accepted to the ACR/ARP Annual Meeting are under embargo once the ACR has notified presenters of their abstract's acceptance, and it cannot be presented at other meetings after this time. 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*.

Presenters may issue a press release about their abstract once abstracts have been posted online. However, the ACR continues to require that information 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, November 9 at 4:30 p.m. (Eastern Time)**. Journalists with access to embargoed information also

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cannot release articles before this time.

Violation of this policy may result in the abstract being withdrawn from the meeting, loss of media credentials and other measures deemed appropriate. Authors are responsible for notifying their colleagues, institutions, communications firms, and all other stakeholders related to the development or promotion of the abstract 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 and will be included in the organization's total head count for registered number of journalists.

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

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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
- Publishing, advertising, marketing, public relations, sales, circulation, or any other non-editorial function representatives. Journalists must specify which publication/website they are working for and cannot come under the guise of the publishing company itself.
- Vendors contracted by a third party for services of videotaping, marketing, communications, or promotional/educational product development for corporate use
- 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/ARP 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

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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 several 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 (which are held in space distinct from the Newsroom) are not open to the public; however, co-authors and other individuals involved with the research may attend but must remain silent. Invited presenters will be contacted 6-8 weeks prior to the meeting if their abstract has been selected for inclusion.

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 Monica McDonald at mmcdonald@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. EDT on Monday, October 21 to ensure a response before the start of the meeting.**

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 still and video cameras must be pre-approved by the public relations staff. Please indicate on your press credentials application whether you will be using a camera or video camera during the event. All persons with pre-approved devices will be issued a badge that contains a sticker indicating they are authorized to have their camera during the meeting. If you do not have one of these stickers, convention staff members are permitted to stop you from using your device.

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

- When in sessions – filming, live streaming and use of flash photography is strictly prohibited. Hand held audio recorders may be used in sessions for the sole purpose of reporting accuracy, assuming all intellectual property rights will be respected. Photos may be taken with permission from the presenter/speaker. Photos and/or audio recordings must be captured in a non-disruptive manner that does not disturb the presenter and other attendees.
- Filming inside of the Exhibit Hall and Poster Hall is strictly prohibited. Exhibitors who wish to conduct video activities at their booth need to contact Stacey Chandler at schandler@rheumatology.org.

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- Photos may be taken of individual posters and exhibits with permission of the presenter or exhibitor. Capturing general photos and wide shots of the Exhibit Hall and Poster Hall is prohibited. Press who would like general photos of the Exhibit Hall and/or Poster Hall can obtain these after the meeting from the ACR by contacting pr@rheumatology.org.
- In public areas, moving video recordings are limited to interviews with presenters/attendees, general b-roll, live video updates and establishing shots.
- Registered press may photograph, videotape or record audio from any ACR/ARP press conference. The press conference room may also be used to capture interviews when not in use.
- Any images from the meeting should be credited to the 2019 ACR/ARP Annual Meeting.

Copyright Policy

Programs presented at the meeting are for the education of attendees and purchasers of recorded presentations as authorized by the American College of Rheumatology. The information and materials displayed and presented during this meeting are the property of the ACR and the presenter and cannot be photographed, copied, photocopied, transformed to electronic format, reproduced, or distributed without written permission of the American College of Rheumatology and the presenter.

Any use of the program content for commercial purposes (which includes, but is not limited to, oral presentations, audiovisual materials used by speakers, and program handouts) without the written consent of the ACR is prohibited. This policy applies before, during, and after the meeting. The ACR will enforce its intellectual property rights and penalize those who infringe upon them. Please reference the "[Abstract Permissions and Reprints](#)" page for copyright and reprint details. Journalists violating copyright may have their press credentials denied for future meetings.

Use of Insignias/Logos

Insignias and logos of the ACR, ARP and Rheumatology Research Foundation are proprietary marks. Use of these in any fashion, by any entity, for any purpose, is prohibited. The use of insignias, logos and images that mislead the intended audience to believe that a piece or production is coming from the ACR may result in the denial of future press credentials for future meetings.

Code of Conduct

All those participating in, or otherwise in attendance at, ACR meetings and events are subject to the ACR Code of Conduct, which can be found, in full, at <https://www.rheumatology.org/Learning-Center/CME-MOC/Policies-Disclosures>. The ACR is committed, and expects its staff, guests and participants to be committed, to providing a friendly, safe and welcoming environment for all, regardless of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status.

Any actual or suspected violation of the Code of Conduct should be promptly reported to ACR staff or online at <https://www.rheumatology.org/Learning-Center/CME-MOC/Policies-Disclosures/Educational-Activity-Code-of-Conduct-Report>. Violators are subject to expulsion from any or all aspects of the meeting or event.

Meeting Coverage Promotion Guidelines

If you intend to present coverage of the ACR/ARP Annual Meeting in a dedicated website, newsletter, or promotional piece of any kind, please include the following disclaimer at the top of your piece:

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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/ARP Annual Meeting logo nor company name to imply affiliation. Acceptable titles of your coverage are as follows:

- Highlights from the 2019 ACR/AHP Annual Meeting
- 2019 ACR/ARP Annual Meeting Highlights
- 2019 ACR/ARP 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, visit <http://www.rheumatology.org/About-Us/Newsroom/Media/Press-Pass-Request>. Organizations sending multiple people should have each person submit a separate, individual request. To apply for a press badge, journalists should be prepared to provide the following:

- An assignment letter from an editor, assistant editor, assignment editor or designated organization official that confirms you will be representing the organization as press, and it should explain the intended use of the resulting coverage:
 - The assignment letter should be on appropriate company letterhead and must include contact information for the assigning individual so that ACR staff can send follow-up questions that may need to be addressed before your application for credentials can be approved.
 - Bloggers may submit an overview of their blog and explain the intended use of the resulting coverage in lieu of an assignment letter.
- Headshot/photo
- Current media credentials that verify 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)
- Bylined, published work samples, preferably related to the practice of rheumatology (Note: scientific research studies, textbooks, textbook chapters, brochure/promotional copy, etc. do not qualify as news coverage). Organizations sending multiple people should have each person submit individual bylines and/or videos.

NOTE: Journalists who received credentials for the previous year's ACR/ARP 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. If the journalist is new, but the organization is not, the assignment editor may be asked to provide proof of coverage from the previous year before journalists representing the organization will be approved for the current year's meeting.

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 by email from Monica McDonald, mmcdonald@rheumatology.org.

Applications will be reviewed and approved/denied within three to seven business days depending on the volume of requests being received. The ACR also has a limited number of hotel room nights reserved for press that will be made available to approved individuals on a first come, first served basis.

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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 2019 ACR/ARP 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?

Media kits and press releases must only be pre-approved if you would like to place them in the newsroom. Press release guidelines are as follows:

- The ACR/ARP Annual Meeting should be referenced, not counting disclaimers, in the following manner: **2019 ACR/ARP 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.

Press kits and press releases must be received by **Monday, Oct. 21** to ensure a pre-approval before the start of the meeting. Press releases will still be accepted after this time, but a pre-approval is not guaranteed due to the high volume of requests that come in the final weeks before the start of the meeting, and you may not receive confirmation until the on-site newsroom has opened.

Press release only: Please send the final copy of your press release for approval to jjivens@rheumatology.org. Press releases received after this deadline will only be reviewed, time permitting. The staff receives a high volume of last-minute submissions, and priority will be given to those who meet the deadline in the order in which press releases are received.

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 2019 ACR/ARP 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.

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NOTE: On-site approvals are only considered if time permits and are not guaranteed due to the high volume of requests staff receive from registered press on-site.

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. It is recommended to make no more than 70 kits, as some outlets send multiple individuals who choose to share one kit.

How do I deliver my materials to the ACR Newsroom?

Press releases and kits can be dropped off on Friday, November 9 from 10 am to 2 pm ET or during regular Newsroom hours. Unapproved press kits/releases dropped off during this time will not be displayed until a member of the ACR PR staff is able to review the materials. Unused kits should be removed by 11:00 a.m. on Wednesday, November 13. 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?**
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.
- **When will abstracts be available online?**
This date is not predetermined and varies depending on the number of abstracts submitted, accepted and prepared for publication each year. Presenters are notified via email once they become available, and a notification is posted on the ACR website. Please collaborate with your presenter for this information.
- **Does the embargo lift on all presentations/abstracts at the same time?**
Yes. The embargo lifts on all presentations/abstracts on **Saturday, November 9 at 4:30 p.m. (Eastern 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.
- **What do I do if I lose my badge?** All registered press must wear their badge at all times so that staff can easily identify those who have audio/video/photography privileges. If you lose your badge, please visit the Newsroom in Building B, Level 2, Room 202 (B202) to have a new one printed.