



The American Society of Nephrology
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Company Communications Guidelines for Renal Week 2008

Highlights for public relations and corporate representatives

Mailing List

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

Press Accreditation

Companies or organizations producing publications, videos and/or other electronic media intended for marketing, advertising, or public relations purposes **may not** register as press. "For-hire" analysts, public relations personnel, freelance writers, and/or individuals from print and online promotion services without an assignment letter from an accredited news organization **may not** register as press.

Additional personnel not eligible for press registration include those participating in any exhibiting, marketing, sales, or business development activities during Renal Week. It is important to note, again, that personnel from medical publishing companies may be asked to submit copies of by-lined medical-related articles to the ASN. Individuals with titles such as Executive Editor, Publisher, Managing Editor, Sales Representative, Account Executive, or who have job responsibilities that are primarily in management, marketing, sales, or business development are ordinarily not permitted to register as press representatives but are welcome to register for Renal Week in another capacity.

For additional information on eligibility for media registrants, please see the "Press Guidelines" document.

Onsite Guidelines

The ASN expressly forbids attendees from audio- or video-taping sessions. Audiotapes may be purchased through the official onsite audiotape vendor, either onsite or online following the session. Videotapes of morning plenary sessions are also available for purchase. The Society's Press Room personnel cannot obtain audiotapes for journalists.

The Society's name and/or logo cannot be used in news releases or in any other manner that gives the appearance of endorsement, except to state: "this information was presented at the American Society of Nephrology's annual meeting."

Annual Meeting Embargo Policy

The first release of the abstracts is available to the public approximately one month prior to Renal Week at www.asn-online.org. The Abstracts Issue is subsequently published in a supplemental issue of the *Journal of the American Society of Nephrology* (JASN) and distributed onsite during Renal Week. Coverage of information that goes beyond what is contained in the four corners of the abstract (e.g., additional analysis, commentary, or updated information) is embargoed until one hour (Eastern Time) after presentation on the date scheduled. This includes all releases that are part of the press kit and corporate press releases that address research being presented at the annual meeting. Email Shari Leventhal at sleventhal@asn-online.org with questions.

The Society reserves the right to deny admission to media personnel who have not abided by the embargo policies outlined above.

Press Room

Press credentials are required for entry into the Press. Company and public relations representatives are not permitted in the Press Room.

The Press Room will be open during the following hours:

Wednesday, November 5	1:00 pm - 5:00 pm
Thursday, November 6	7:30 am - 6:00 pm
Friday, November 7	7:30 am - 6:00 pm
Saturday, November 8	8:00 am - 6:00 pm
Sunday, November 9	8:00 am - 10:30 am

All public relations and corporate representatives are expected to be respectful of reporters' needs and deadlines. Representatives may leave a message for a journalist by providing their name, affiliation and information to Press Room personnel.

Companies may bring press kits for review onsite by the Society's communications team. Materials must be provided to Shari Leventhal at the Press Room check-in desk. Representatives may not enter the Press Room. Information included should be limited to science being presented at the meeting, fact sheets, backgrounders, etc. Institutional or corporate materials are not permitted in the Press Room. **Materials for the Press Room cannot be reviewed prior to the meeting. Press materials/kits cannot be shipped directly to the convention center or to the Society's headquarters office in Washington, DC.**

ASN Logo: The Society's name and/or logo cannot be used in news releases or in any other manner that gives the appearance of endorsement, except to state: "this information was presented at the American Society of Nephrology's annual meeting."

Non-Society Media Events

Press briefings, news conferences, and press receptions, other than those sponsored by the ASN, are not permitted onsite at the convention center or at any time during convention operating hours. Those companies planning press activities offsite must register their events, by submitting the Ancillary Meeting Request Form, after reviewing the Ancillary Meeting Guidelines, both of which are available through the Renal Week portion of the ASN website at www.asn-online.org. As stated in the Ancillary Meeting Guidelines, **Ancillary Meeting materials must be approved by the ASN prior to printing.** Please allow five (5) business days for written approval of promotional materials to be faxed to you.

Ancillary Meetings for Non-Society Media Events are only available to companies exhibiting at Renal Week 2008. You may contact Shari Leventhal with questions by telephone at (202) 416-0658. Hotel space availability is limited and not guaranteed.

ASN reserves the right to attend Non-Society Media Events and obtain a list of registered Ancillary Meeting attendees to ensure accurate coverage of Renal Week 2008.

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Special Requests

Special requests related to press facilities must be made in writing no less than three (3) weeks prior to the annual meeting, and must be approved by the Society.