



Press Guidelines for Renal Week 2008

The American Society of Nephrology (ASN) has set forth these guidelines governing press and corporate/institutional press activities to facilitate coverage of news generated by the annual meeting. The Society reserves the right to deny admission to any representative who fails to adhere to these policies or who misuses their press privileges to engage in activities other than journalistic pursuits.

The following complimentary services are offered to properly accredited members of the press:

- Annual meeting registration (*online pre-registration is strongly encouraged*)
- Embargoed press kit
- Abstract issue of the *Journal of the American Society of Nephrology* (JASN)
- *Onsite Program Book* and *Onsite Highlights*
- November 2008 issue of JASN
- November 2008 issue of *Clinical Journal of the American Society of Nephrology* (CJASN), which includes Late-Breaking Clinical Trials from Renal Week 2008
- Admission to scientific sessions and symposia
- One-on-one interview opportunities
- Access to press briefings and Press Room

Press Accreditation

Journalists who are employed by accredited news organizations and attending the meeting for the purpose of editorial coverage for that organization will be granted press credentials. To receive official approval, journalists are required to submit press credentials including official documents or a letter verifying assignment to the meeting on the letterhead of the news organization being represented.

Freelance journalists are asked to submit copies of three by-lined medical-related articles in addition to an official letter of assignment from an accredited news organization.

Newsletter press representatives must submit three issues of their newsletter containing at least one by-lined article. If a representative was registered as press at a previous ASN annual meeting, one of the issues submitted must illustrate the resulting editorial coverage.

Representatives of online media, medical publishing companies, health care societies and associations, and university publications may be asked to submit copies of by-lined medical-related articles. Additionally, they must have appropriate press credentials and meet the following criteria:

- Original, editorial news coverage (i.e., no transcriptions of symposia)
- Editorial freedom from advertisers or sponsors
- Multiple advertisers that are clearly identified
- Total of two representatives per publication/outlet may receive complimentary registration

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.

Journalists may register onsite during Renal Week but must remember that press requests cannot be guaranteed.

The Society reserves the right to revoke press registration to anyone who does not meet the media accreditation policies outlined above.

Onsite Guidelines

Registered press are required to wear the Society's badge and press ribbon at all times while onsite at the annual meeting. Entry into sessions requires a badge. Registered press may attend all scientific and educational programs at the annual meeting, but **may not actively participate in the sessions** (i.e., ask questions to the presenters). Due to the popularity of ASN's programming, entry into sessions cannot be guaranteed. Journalists must work with a communications representative from the Society to arrange all interviews at the meeting.

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 reserves the right to bar, from this and future annual meetings, anyone registered as a press representative who attempts to obtain advertising or subscriptions from any exhibitor or registrant, or who deliberately promotes the marketing objectives of a single company or institution.

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. Press kits cannot be reviewed prior to the meeting. Press kits cannot be shipped directly to the convention center or to the Society's headquarters office.

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 off-site must register their events, by submitting the Ancillary Meeting Request Form, after reviewing the Ancillary Meeting Guidelines, both of which are available through the ASN website at www.asn-online.org. Email Shari Leventhal at sleventhal@asn-online.org with questions. Hotel space availability is limited and not guaranteed. 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."

Mailing List

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

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.