



## Media Registration and Press Room Guidelines

### Press Room – Convention Center, Room 203B

#### General information

The American Association of Diabetes Educators welcomes journalists to AADE's 2008 Annual Meeting & Exhibition, the nation's only annual meeting of diabetes educators.

Each year, the AADE brings together more than about 4,000 clinicians, researchers, academicians and industry leaders to address key issues affecting people with diabetes and the health of America.

AADE's meeting features more than 125 educational sessions, as well as Corporate Symposia and Product Theatre. In addition, more than 200 exhibitors from corporations, government and nonprofit agencies showcase new diabetes products and education materials. Most of the educational sessions and the Press Room will be located in the Washington Convention Center.

The Opening General Session starts at 8:30 a.m. on Wednesday, August 6. Product Theatre follows later that day and Corporate Symposia is on Thursday, August 7 and Friday, August 8. Educational sessions begin on Wednesday and run through Saturday, August 9.

[Read more about the meeting.](#)

The following media guidelines are designed to help make your experience at AADE's meeting as enjoyable and productive as possible.

#### Media registration

Advance media registration for AADE's 2007 Annual Meeting & Exhibition opens May 1 and ends July 11. On-site registrations are permitted, but are discouraged.

Media who have pre-registered may pick up their press credentials in the general attendee registration area during normal registration hours.

#### Press Room – Washington Convention Center in Washington, DC, Room 203B

Press Room facilities include a media-only work area. Fax, photocopying and shipping services are available through the convention center.

#### Press Room hours

It will be open on August 6-9, from 7:30 am – 5:00 pm. It will be periodically staffed by Diana Pihos, AADE's Communication Director, but she will be on-call at all times. Only media will be allowed in the room.

### Criteria for receiving media credentials

Media credentials, complimentary registration for AADE's 2008 Annual Meeting & Exhibition and access to the Press Room are reserved for working members of the media employed by established news organizations.

Media credentials are available to the following journalists who provide appropriate documentation either in advance or on site:

- Editor: Copy of business card from an established publication containing your editorial title.
- Publisher: Copy of business card from an established publication containing your title.
- Print or broadcast reporter, producer, photographer, camera crew: Copy of business card for photocopy current press identification card.
- Freelance writer:
  - Original dated letter from editor containing a specific assignment.
  - Two samples of bylined articles the writer has published since January 1, 2008.
  - In accepting AADE's press badge, the freelance writer also agrees to provide AADE, within 30 days of publication, a copy (or Web link) of at least one article published before April 30, 2009, containing information gathered at the conference. Failure to do so will result in denial of media credentials for AADE's 2009 Annual Meeting & Exhibition.

**Please note:** Freelance writers (including book authors) who are not on a specific assignment; non-editorial personnel; exhibitors; and marketing, public relations or advertising/sales representatives are not eligible for media credentials and do not have access to the press room. They must register through AADE Meeting Services and pay the conference registration fee.

### Additional Rules

- Media must agree that information gathered at the Annual Meeting & Exhibition will not be used in the development of any continuing medical education materials or programs.
- No filming is allowed, under any circumstances, during any of the program sessions, including general sessions, Corporate Symposia, oral presentations or workshops. Interviews with speakers must be filmed outside the meeting room or, pending approval, in the press room.
- No filming is permitted on the Exhibit Floor unless approved.
- Media may not distribute promotional materials of any kind unless they have a booth on the Exhibition Floor.
- Media will not be granted continuing education credit for educational sessions they attend.

AADE reserves the right to refuse media credentials to any individual at its discretion.