



Embargo Policy/Media Guidelines

Media Participation at the [ASBMR 2011 Annual Meeting](#)

Offers the following to properly accredited members of the media:

- Annual Meeting Registration (*complimentary...limited to four per publication title/outlet*)
- Embargoed Media Kit
- Access to ASBMR *abstracts*
- Admission to scientific and educational sessions of the Official Program
- One-on-one interview opportunities
- Media Room access

The Society has established these guidelines governing media and corporate/institutional media activities to facilitate coverage of news generated by the [ASBMR 2011 Annual Meeting](#).

The Society reserves the right to deny admission to any representative who fails to adhere to these policies or who misuses his or her media privileges to engage in activities other than journalistic pursuits.

Embargo Policy

Media are required to abide by the embargo policies governing the ASBMR 2011 Annual Meeting. The embargo policy states that coverage of research being presented at the Annual Meeting is strictly prohibited until one hour after presentation.

This includes abstracts highlighted as part of the official media kit and those published in the ASBMR's official journal, the *Journal of Bone and Mineral Research (JBMR Abstracts book)*.

Media Registration

Journalists who are employed by accredited news organizations and attend the ASBMR 2011 Annual Meeting for the purpose of editorial coverage will be granted media credentials. Media registration is limited to four individuals per publication title/outlet.

To receive official approval, journalists must submit media credentials, including a photocopy of official press credentials from a specific publication/outlet (generic press credentials WILL NOT be accepted) or a letter verifying assignment to the conference on the letterhead of the media organization being represented.

[2011 ASBMR Annual Meeting Media Registration Form \(Click Here to Download\)](#)

Online media must meet the following criteria:

- The website must include original, editorial news coverage.
- Editorial content must be independent of advertising or sponsorship.
- Advertising must be clearly identifiable as advertising.
- The website, if sponsored by a for-profit entity, must have multiple sponsors and be clearly identified.

Companies or organizations producing publications, videotapes, or other electronic media intended for marketing, advertising or public relations purposes MAY NOT register as media.

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

Special requests related to media facilities must be made in writing no less than three weeks prior to the ASBMR 2011 Annual Meeting (August 26, 2011) and must be approved by the Executive Director.

Non-Society Media Events

Media briefings, news conferences and press receptions that relate to the ASBMR 2011 Annual Meeting Official Program and Ancillary Program, other than those sponsored by the ASBMR, are not permitted on site at the Convention Center, hotels and/or anywhere in the host city without proof of approval. Companies, organizations and Sponsored Symposia Organizers may not disseminate or promote any information related to or a part of the Annual Meeting Official Program or Ancillary Program to the media, without prior written permission from the ASBMR.

The Society's name and/or logo may not be used in media releases, as this practice may give the appearance of endorsement, *except* to state: "This research/science was presented at the 2011 Annual Meeting of the American Society for Bone and Mineral Research (ASBMR), September 16-20, 2011." If the research/science is not presented as part of the ASBMR Annual Meeting Official Program, it should be referenced as being presented in conjunction with the ASBMR 2011 Annual Meeting.

On-Site Regulations

Media Room

Media credentials are required for entry to the media room. **Company and public relations representatives are not permitted in the Media Room.**

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

Media Access/Photographing and Video/Audio Recording

Registered media are required to wear their ASBMR media badges at all times while on-site at the ASBMR 2010 Annual Meeting. Entry into sessions requires a badge. All scientific and educational sessions at the Annual Meeting are open to the media.

NOTE: The ASBMR Photography and Video/Audio Recording Policy is being revised. The new policy will be available and posted to the Web site in late July 2011.

Media Kits

Companies should bring media kits for review by the ASBMR media relations team. Information included should be limited to science being presented at the meeting, fact sheets, backgrounders, etc. Institutional or corporate promotional or advertising materials are not permitted in the Media Room or kits.

Media kits CANNOT be reviewed prior to the meeting and MAY NOT be shipped directly to the Convention Center or to the Society's headquarters office.

ASBMR media inquiries should be directed to:

Amy E. Goetz at +1 (312) 673-5824 or agoetz@asbmr.org.