



## 2009 Annual Meeting: April 25-May 2, SEATTLE Press Room and Media Relations Policies for Industry

The American Academy of Neurology (AAN), the world's leading professional association of more than 21,000 neurologists and neuroscience professionals, welcomes industry participation at its 2009 Annual Meeting. The AAN Annual Meeting Press Room serves print, broadcast, and online reporters from around the world during its Annual Meeting and has the following policies in effect to help facilitate news coverage of the more than 2,000 abstracts presented. The following are answers to frequently asked questions (FAQs) by industry regarding their involvement in media and public relations at the AAN Annual Meeting.

**Q: Who can register for the Press Room at the AAN Annual Meeting?**

**A:** Credentialed reporters, writers, producers, and editors from established print, online, or broadcast news organizations may register for the Press Room. Representatives from industry, public relations firms, or medical communications companies are not allowed to register or enter the AAN Annual Meeting Press Room or Press Interview Room. Companies that are exhibitors may not request press credentials for their staff.

**Q: May our company host an on-site or off-site press conference for our client?**

**A:** No. This activity would count as taking the exhibit out of the Exhibit Hall, which is against AAN Annual Meeting policies and guidelines. This includes conference calls, web-conferences, and similar organized events as they relate to the press. Only press conferences organized by AAN staff may take place on-site or in off-site locations around the meeting.

**Q: Is it possible to obtain a copy of your press registration list?**

**A:** No. The American Academy of Neurology doesn't share its press registration list or its news release distribution list with outside organizations.

**Q: What is the embargo policy?**

**A:** All abstracts to be presented at the AAN Annual Meeting are embargoed for release to the public until the date and starting time of the presentation (scientific session or poster session) unless otherwise noted by the AAN Media and Public Relations Department. Please see AAN Annual Meeting Embargo Policy and Sanctions at [www.aan.com/go/press](http://www.aan.com/go/press).

**Q: How can I find out when an abstract will be presented?**

**A:** A separate, searchable website is created in advance of the AAN Annual Meeting that will contain embargoed abstract information for the 2009 Annual Meeting. However, all of the abstract information is embargoed until the date and time of presentation at the AAN Annual Meeting, April 25-May 2, 2009, in Seattle. People trying to enter the website must agree to the terms and conditions of the embargo policy before viewing the abstract information.

**Q: Does the AAN media relations staff review outside press releases?**

**A:** No. The AAN is not responsible for reviewing outside materials, but will hold industry representatives accountable for misrepresentation of materials. Examples include: stating that a study was presented during the meeting when it wasn't selected as part of the program, incorrectly stating an embargo date and/or time, and so forth. The AAN has the right to refuse any materials.

**Q: Where can industry press releases be placed?**

**A:** Industry representatives may display press releases only on a designated table for industry press releases located outside the Press Room. Press materials must be related to research presented at the AAN Annual Meeting. The embargo date and time of the abstract featured in press release must be clearly labeled on the top of the press release. Press releases not labeled with embargo times and other materials, such as press kits, folders, brochures and fact sheets, left on the designated table for industry press releases will be discarded by AAN staff.

**Q: Can I e-mail and/or mail a press release to AAN media relations team to print out for the designated industry press table?**

**A:** No. Industry representatives are directly responsible for the accuracy of their materials and placing on the industry-marked table located outside the Press Room.

For questions regarding policies, please contact Rachel Seroka, (651) 695-2738, [rseroka@aan.com](mailto:rseroka@aan.com) or Angela Babb, (651) 695-2789, [ababb@aan.com](mailto:ababb@aan.com).