

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: What is the embargo policy?

A: The embargo for all non-late-breaking abstracts, which include more than 2,000 pieces of research, to be presented at the upcoming 2009 AAN Annual Meeting in Seattle, is 4 pm, ET, Wednesday, February 25, 2009, which is the date and time all non-late breaking abstracts will be posted online via www.aan.com. This embargo date and time applies to all non-late breaking abstracts to be presented at the AAN Annual Meeting in Seattle, April 25-May 1, 2009, unless otherwise noted by the AAN Media and Public Relations Department.

The AAN strictly enforces its embargo policy, which prohibits the distribution or publication of the contents of abstracts ahead of the embargo date and time. Embargoed press releases on newsworthy non-late breaking scientific abstracts will be distributed to credentialed journalists in early February.

The embargo for late-breaking abstracts to be presented at the AAN Annual Meeting in Seattle remains in effect until the date and time of the scientific presentation of the late-breaking abstract at the AAN Annual Meeting in Seattle, April 25-May 1, 2009, or unless otherwise noted by the AAN Media and Public Relations Department. Late-breaking abstracts are not posted online in advance of the AAN Annual Meeting. Late-breaking abstracts are accepted from neurologists, neuroscientists, and other researchers whose work is of major scientific importance, warranting expedited presentation and publication. Key aspects of the research must have been conducted after November 3, 2008.

Embargoed press releases on newsworthy late-breaking abstracts will be distributed to credentialed journalists in late April with press conferences taking place in Seattle during the week of the Annual Meeting, April 25-May 1, 2009.

For questions, please contact Jay Mac Bride in the AAN Media and Public Relations Department at (651) 695-2795, jmacbride@aan.com.

Please also see AAN Annual Meeting Embargo Policy and Sanctions at www.aan.com/go/pressroom.

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, Corporate Therapeutic Events, 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: 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 include information on general abstracts submitted for the 2009 Annual Meeting. However, information regarding late-breaking abstracts will not be posted online in advance of the Annual Meeting. The embargo on late-breaking abstracts remains the date and time of presentation at the AAN Annual Meeting.

Q: Does the AAN 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 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 Jay Mac Bride at (651) 695-2795, jmacbride@aan.com.