



## 2010 Annual Meeting, April 10-17, TORONTO Press Registration Policies

The American Academy of Neurology (AAN), the world's leading neurology professional association of more than 21,000 neurologists and neuroscience professionals, welcomes media participation at its 2010 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 scientific abstracts presented by neurologic researchers.

### **I. Press Registration Policies**

#### **Who can register for the AAN Press Room?**

Press badges are available only to working journalists and writers who must show the appropriate credentials and prove their attendance will result in news coverage of the Annual Meeting. Any reporter, writer, producer, or editor with required credentials from a print, online, or broadcast news organization, including freelance journalists, may have use of the facilities, materials, and space in the American Academy of Neurology's (AAN) Press Room.

#### **Who cannot register for the AAN Press Room?**

- Industry sales representatives, members of public relations firms, financial analyst firms, advertising agency representatives, and medical and/or collegiate institution public relations representatives may not register as media and may not use the AAN Press Room.
- Writers attending the Annual Meeting for the sole purpose of packaging content for profit and/or Continuing Medical Education (CME) opportunities will not be admitted to the AAN Press Room.
- Exhibitors may not register for the Annual Meeting Press Room.

#### **What are the appropriate credentials?**

Journalists must include the following credentials for review by AAN staff.

- Business card clearly showing media affiliation (a print, online, or broadcast news organization) and position (editor, writer, producer, reporter, videographer).
- Letter of assignment on official company letterhead from an editor of a recognized news organization or a producer of a broadcast program certifying that you are covering the conference for the respective news organization.
- At least one published bylined sample of editorial and/or news work.
- Published bylined samples of coverage from previous year's AAN Annual Meeting (if applicable).

#### **International Media**

Members of non-US/Canadian media are required to pre-register in advance of the 2010 Annual Meeting by April 3, 2010. On-site registration for non-US press will not be allowed. Non-US/Canadian media who attempt to register on-site for the AAN Press Room will be directed to the General Annual Meeting Registration area to pay to attend the Annual Meeting at a non-member rate without media credentials. Non-US/Canadian media who fail to pre-register in advance of the Annual Meeting will not be given access to the Press Room.

#### **Can I register on-site?**

Members of US media who have NOT registered in advance of the Annual Meeting must bring the appropriate credentials for on-site Annual Meeting Press Registration consideration. All registration policies apply.

#### **How many media can register?**

The American Academy of Neurology reserves the right to limit the number of press registrations per organization based on press room space requirements. Initial parameters are:

- A maximum of two (2) writers and/or reporters and one (1) photographer from any newspaper, magazine, newsletter, or other regularly issued general interest or health/science publication will be approved.
- A maximum of four (4) persons from a television network will be approved.

#### **How do media register?**

Media representatives who choose to register in advance of the Annual Meeting may complete the online form at <http://www.aan.com/go/pressroom> followed by providing the appropriate credentials to Rachel Seroka at [rseroka@aan.com](mailto:rseroka@aan.com) or (651) 695-2738. **Pre-registration is required for representatives of non-US/Canadian media.** Media who choose to register on-site in the Annual Meeting Press Room should have the necessary credentials noted above.

All media must first report to the AAN Annual Meeting Press Room to obtain an official AAN press badge in order to gain entry to Annual Meeting-related programs.