



AADE Press Room Guidelines

AADE welcomes members of the press to its 2019 annual conference. The conference features the latest in diabetes management and support, presented through educational sessions, corporate symposia, product theaters, posters, and more. In addition, exhibitors from corporations, government and nonprofit agencies showcase new diabetes products and education materials.

Criteria for receiving media credentials

Complimentary registration for AADE's 2019 annual conference and access to the press room are reserved for working members of the media, including print, broadcast and online media. Individuals eligible for a press pass include:

- Print or broadcast editor/reporter, producer, photographer: credentials including a letter of assignment on letterhead from the media outlet.
- Freelance writer: credentials include original dated letter from an editor containing a specific assignment and two samples of bylined articles that have been published previously by that outlet. In accepting AADE's press credentials, the freelance writer must provide AADE – within 30 days of publication – a copy or link to an article resulting from the meeting.
- Blogger and website editors: must supply a URL that can be verified in advance. Additional criteria:
 - Blogs and website must contain original, dated, industry-related news content above and beyond links, forums, troubleshooting tips and reader contributions, and must be updated at least weekly.
 - Bloggers and website editors must demonstrate that they will be attending the AADE annual conference to garner and publish subscriber/viewer-oriented content purely for information purposes only and not as a marketing vehicle for the site or its sponsors.

Individuals not eligible for complimentary press registration include:

- Non-editorial personnel.
- Individuals attending on behalf of a for-profit organization, such as a writer hired by a pharmaceutical company, a writer hired by a media outlet developed or supported exclusively by for-profit companies or a writer representing the interests of an advertiser.
- Marketing, public relations or advertising/sales representatives.
- Anyone using press credentials as a means to generate revenue for companies or websites, or to gain access to AADE members and/or experts for solicitation purposes

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

Conference Attendance Rules for Individuals with Media Badges

- Information gathered at the meeting is not allowed to 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 or photography is permitted on the Exhibit Floor or Poster Presentation area unless approved by Press Room staff.
- Media may not distribute promotional materials of any kind unless they have a booth on the Exhibition Floor, and distribution may only occur within the exhibit booth.
- Continuing education credit will not be granted for educational sessions attended.
- Media are not allowed to sell, market or represents a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor.
- All filming/photography requests must be submitted to AADE press room staff and will be handled on a case by case basis.

Any representative who violates any of the above rules will lose media credentials for this conference and subsequent conferences.

For additional information or questions, contact AADE Marketing and Communications Manager Matt Eaton at 312.601.4866, meaton@aadenet.org.