



American Society of Retina Specialists 28th Annual Meeting

Media Registration Guidelines and Information

A Media Badge is provided by the ASRS for journalists to facilitate media access to the ASRS 28th Annual Meeting.

GUIDELINES

- A. Employees or representatives from the editorial staff of the following types of media outlets are invited to register for media credentials to attend the ASRS 28th Annual Meeting:
 - Ophthalmic or other healthcare publications
 - General circulation newspapers, magazines, newsletters
 - News services and syndicates
 - Broadcast media
 - Electronic media
- B. Media representatives must present a business card or some other acceptable form of identification listing their editorial title. Job titles that are considered **not acceptable** include, but are not limited to, *Principal, Partner, Account Executive, Sales Manager and Advertising Manager*.
- C. Freelance reporters are required to present a letter of assignment from the editorial department of a recognized media outlet. In lieu of this, two samples of articles from a recognized publication, with the freelance reporter's byline, are acceptable.
- D. Employees or representatives from public relations, advertising or marketing firms are not allowed to obtain media credentials from the ASRS 28th Annual Meeting.
- E. Media may attend the symposia, free papers and posters. Media representatives are also allowed access to the exhibit floor.
- F. The media may not attend social events or the ASRS Business Meeting.
- G. An ASRS 28th Annual Meeting staff member must accompany all video and film crews from news organizations. Please check with the ASRS 28th Annual Meeting staff, as soon as possible, to schedule a time for someone to accompany the video or film crew. Scheduling is subject to the availability of the ASRS 28th Annual Meeting staff.
- H. Permission of the speaker must be obtained prior to any video or photography in the Scientific Session.
- I. Any recorded or photographed material is for editorial use only in conjunction with a news story.
- J. The ASRS 28th Annual Meeting reserves the right to refuse or ask for the return of media credentials for any reason.
- K. The ASRS 28th Annual Meeting does not endorse products or services.
- L. Permission must be granted by Exhibit personnel before a photo is taken in the Exhibition Hall.