



Retina Congress 2009 New York

# Media Registration Guidelines and Information

A Media Badge is provided by the ASRS, the Macula Society and the Retina Society for journalists to facilitate media access to Retina Congress 2009.

## 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 Retina Congress 2009:
  - 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 Retina Congress 2009.
- 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 individual societies' business meetings.
- G. A Retina Congress 2009 staff member must accompany all video and film crews from news organizations. Please check with Retina Congress 2009 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 Retina Congress 2009 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. Retina Congress 2009 reserves the right to refuse or ask for the return of media credentials for any reason.
- K. Retina Congress 2009 does not endorse products or services.
- L. Permission must be granted by Exhibit personnel before a photo is taken in the Exhibition Hall.