



**38th Annual Scientific Meeting  
of the American Society of Retina Specialists**  
July 24-28, 2020 | Seattle, Washington

## Media Registration Form

**Pre-registration deadline: July 17, 2020**

First name \_\_\_\_\_ Middle Initial \_\_\_\_\_ Last name \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal code \_\_\_\_\_ Country \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Job title \_\_\_\_\_ Are you a freelancer? ☐ Yes ☐ No

Media outlet \_\_\_\_\_

Type of media outlet:

☐ Ophthalmic or other health care trade publication

☐ Daily newspaper

☐ Weekly newspaper

☐ Consumer magazine or newsletter

☐ Other – please specify \_\_\_\_\_

☐ News or wire service

☐ Television station

☐ Radio station

☐ Internet

A business card or other acceptable form of identification listing your company (media outlet) and editorial job title must be sent with this application or presented to registration staff before you can be given media credentials. Freelance reporters must provide a letter of assignment or an article with your byline from an appropriate publication. For questions, please refer to the Media Policies and Guidelines below.

Media are prohibited from attending social events and the ASRS Business Meeting.

I have read and agree to the ASRS 38th Annual Meeting Media Policies and Guidelines below.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Email completed form to Lydia Steck, ASRS Vice President of Communications, at [lydia.steck@asrs.org](mailto:lydia.steck@asrs.org).

May we release your contact info to exhibitors and PR representatives? ☐ Yes ☐ No

### Copyright notice regarding the ASRS Preferences and Trends (PAT) Survey and trending data

The 2020 PAT Survey is provided solely for the educational interest of the American Society of Retina Specialists membership. The data reported represents the opinions and preferences of the survey respondents alone and does not necessarily represent any official position of the ASRS.

**All responses and data analyses are the sole property of the ASRS (copyright 2020, American Society of Retina Specialists, all rights reserved). Publication and/or use of the data are not permitted without prior written approval from the PAT Survey managing editor; email [susan.raef@asrs.org](mailto:susan.raef@asrs.org).**

**Questions? Call 312.578.8760**

## ASRS 38th Annual Scientific Meeting Media Policies and Guidelines

The American Society of Retina Specialists thanks you for your interest in our Annual Scientific Meeting. Following are policies and guidelines for news media professionals interested in covering the meeting.

### **Media Policies**

#### **Abstract Availability**

Reporters credentialed by ASRS to cover the 38th Annual Meeting will receive access to the Annual Meeting mobile site containing meeting abstracts, posters and all on-demand offerings (papers, courses and cases). ASRS will provide information on how to access the mobile site one week before the meeting. Information about media work space and interview room sign up will also be made available at this time, if available.

#### **Embargo Policy**

The media, as well as companies and institutions issuing news stories and releases are required to abide by the following embargo policy governing the ASRS 38th Annual Meeting.

- The embargo for abstracts presented at the ASRS 38th Annual Meeting will lift at the end of the corresponding live presentation.
- The embargo for scientific posters and on-demand offerings (papers, courses and cases) will be lifted at 5:00 pm (Pacific Time) on July 28, 2020.

#### **Gathering and Use of Information**

***No portion of the scientific program may be photographed, audiotaped or videotaped.*** Permission must be granted by exhibit personnel before a photo or video is taken in the exhibit hall.

Network and local television news crews must be accompanied by an ASRS staff member. Please check with the ASRS in advance about accommodation as scheduling is subject to the availability of ASRS staff. Material gathered must be for editorial use in conjunction with a meeting-related news story.

Media representatives must agree that information gathered at the ASRS Annual Meeting will not be used to develop any continuing medical education (CME) materials or programming. Media representatives will not be granted continuing education credit for educational sessions they attend.

The social media hashtag associated with the meeting is comprised by the Society's acronym and the meeting year -- #asrs2020.

#### **Preferences and Trends (PAT) and Global Trends Survey Information Policy**

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All responses and data analysis are the sole property of the ASRS (copyright 2020 American Society of Retina Specialists, all rights reserved). Publication and/or use of the data are not permitted without prior written approval from the PAT Survey managing editor; email [susan.raef@asrs.org](mailto:susan.raef@asrs.org) to request permission.

No photography or video recording is permitted of the ASRS Preferences and Trends (PAT) or Global Trends Survey posters or slides.

### **Promotional Materials**

Members of the media may not distribute any form of promotional materials unless the distribution is confined to their booth in the exhibit hall. Exhibitors may distribute materials only within their booth.

## **Media Guideline FAQs**

### **Which journalists may attend?**

Working journalists from recognized media outlets are invited to register for media credentials to attend the Annual Scientific Meeting. These types of media outlets include:

- Ophthalmic or other health care publications
- General circulation newspapers, magazines, newsletters
- News services and syndicates
- Broadcast media
- Electronic media

### **Will ASRS distribute my contact information to exhibitors and PR representatives?**

The ASRS will only share contact information if a reporter gives permission by checking the box on the media registration form.

### **What media credentials are required?**

- Media representatives must present a business card or some other acceptable form of identification listing their editorial title. Job titles considered not acceptable include, but are not limited to, principal, sales reps, publishers (unless generating stories), account executive, sales manager and advertising manager.
- Freelance reporters are required to present a letter of assignment on letterhead from the editorial department of the corresponding recognized media outlet.

### **Who is *not* permitted to attend?**

Employees or representatives from consulting, public relations, advertising, or marketing firms are not allowed to obtain media credentials for the Annual Scientific Meeting.

### **How can journalists register in advance?**

Fill out the Media Registration Form (see website) and submit it with a business card and/or letter of assignment. Journalists should not use the general meeting registration form. Lydia Steck, Vice President of Communications, is responsible for approving media credentials. Please contact [lydia.steck@asrs.org](mailto:lydia.steck@asrs.org) if you have any questions. **ASRS policy limits the number of complimentary media badges to 2 per media publication or outlet.**

**Which meeting events may the media attend?**

- Symposia
- Instructional courses
- Posters
- Exhibit Hall

**Are there dedicated media work spaces and interview rooms at the meeting?**

One week before the meeting, registered media will receive an email with information on downloading the mobile meeting app to access meeting materials. This email will also provide information on any available media work space and interview room sign up.

**Which meeting events are not open to the media?**

- Social events
- ASRS Business Meeting

**What are the requirements for journalists covering the meeting?**

The ASRS-issued media badge must be worn to gain access to meeting sessions and the exhibit hall. ASRS reserves the right to refuse access or ask for the return of media badges for any reason.

**Does ASRS endorse products or services?**

ASRS does not endorse any products or services.