



JOIN US!
Virtual 38th Annual Meeting
July 24-26, 2020 |

Media Registration Form

First name _____ Middle Initial _____ Last _____

Address _____

City _____ State/Province _____ ZIP/Postal code _____ Country _____

E-mail _____

Phone _____

Job title _____

Are you a freelancer? Yes No

Media outlet _____

Type of media outlet:

- Ophthalmic or other health care trade publication
- News wire service
- Daily or weekly newspaper
- Television station
- Radio station
- Online publication
- Other – please specify _____

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

A business card or other acceptable form of identification listing reporter's company (media outlet) and editorial job title must be sent with this application before media access can be granted. Freelance reporters must provide a letter of assignment or an article with their byline from an approved publication.

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

Signature _____ Date _____

Email completed form to Sheryl Walker at Sheryl.walker@asrs.org. or Lydia Steck at lydia.steck@asrs.org.

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 this year's virtual meeting.

Abstracts/Presentations/On-Demand Content Availability

Reporters who are provided access by ASRS to cover the virtual 38th Annual Meeting will receive a link to the Annual Meeting mobile site containing meeting abstracts, podium presentation videos, posters and on-demand papers one week before the meeting – July 17, 2020. In this communication media will also receive information to access the live meeting and virtual exhibits.

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 virtual ASRS 38th Annual Meeting:

- Embargoes on abstracts and podium presentation videos will lift at the conclusion of their respective live meeting symposium discussions. See meeting program for times.
- Embargo for scientific posters and on-demand papers will be lifted at 2:00 pm (CT) on July 26, 2020.

Gathering and Use of Information

No portion of the scientific program may be screenshot, photographed, audiotaped or videotaped. Permission must be granted by exhibitors before a photo or video is taken of virtual exhibit displays.

Material gathered must be for editorial use in conjunction with a meeting-related news story. Media representatives must agree that information gathered at the virtual 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 #asrs2020.

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

The 2020 PAT Survey is provided solely for the educational interest of the ASRS membership. The data reported represent the opinions and preferences of the survey respondents alone and do not necessarily represent any official position of the ASRS. 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; email susan.raef@asrs.org to request permission.

No screenshots, photos or video recording is permitted of the ASRS Preferences and Trends (PAT) or Global Trends Survey.

Media Guideline FAQs

How can journalists register in advance?

Fill out the Media Registration Form and submit it with a business card and/or letter of assignment. Journalists should not use the general meeting registration form. Please contact lydia.steck@asrs.org if you have any questions. ASRS policy limits complimentary access to 2 per media publication or outlet. ASRS reserves the right to refuse media access for any reason.

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

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 that do not qualify as media 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 access for the Annual Scientific Meeting.

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.

Which meeting events are closed to media?

- ASRS Business Meeting

Does ASRS endorse products or services?

ASRS does not endorse any products or services.

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