

**GUIDELINES FOR NEWS MEDIA COVERING
THE ALZHEIMER'S ASSOCIATION INTERNATIONAL CONFERENCE® 2021
INCLUDING PRESS OFFICE GUIDELINES FOR EXHIBITORS, SPONSORS AND
OTHER INDUSTRY REPRESENTATIVES**

July 26-30, 2021
Denver, USA and Online

NEWS EMBARGO POLICY

All materials presented at the Alzheimer's Association International Conference® 2021 (AAIC®) are embargoed for publication and broadcast until the date and time of presentation at the conference, or an embargo date and time specified by the Alzheimer's Association®. Please contact the Alzheimer's Association Public Relations Department at AAICmedia@alz.org with any questions.

- The news embargo for abstracts and scientific presentations included in the AAIC 2021 news program will be listed on the news release that includes that abstract/presentation. The embargo time/date must be honored regardless of the time of presentation at AAIC.
- News embargoes for live plenaries and oral sessions not included in the AAIC 2021 news program are at the beginning of each individual talk (not the overall session). For example, for an oral presentation session starting at 2 p.m. Mountain Time (North America) where each talk is 15 minutes long, the news embargo on the:
 - First talk = 2 p.m. MT
 - Second talk = 2:15 p.m. MT
 - Third talk = 2:30 p.m. MT
- All other conference abstracts, unless held by the AAIC news program, are embargoed until the start of the conference (7 a.m. MT on July 26, 2021) when they will be posted to the conference's virtual platform.

All news media representatives, scientists, funders of science presented at AAIC, and AAIC exhibitors/sponsors agree to be bound by the AAIC news embargoes laid out in this policy, in addition to release times stated on news releases and other news materials issued by the Alzheimer's Association and AAIC.

Embargoed AAIC news materials are intended specifically for each journalist's individual use and are not to be shared in any way with anyone until the news embargo date/time has passed. By accepting embargoed AAIC news materials, journalists acknowledge that the materials are solely for their use and that they will not distribute, publish, broadcast or in any other way share them before the news embargo time has passed.

If a reporter or news media outlet breaks an AAIC news embargo, the Alzheimer's Association reserves the right to revoke their press access and credentials for the current event and future Alzheimer's Association conferences and events.

NEWS MEDIA REGISTRATION AND CREDENTIALS

Complimentary registration as a journalist for AAIC is solely for those individuals who will produce news coverage of the conference. News media outlets must be in existence and regularly (daily/weekly) covering health-related topics, including brain science/research, for at least six months to be eligible to receive embargoed news materials.

News media must apply, and be approved, for credentials to receive advance access to embargoed news materials. Approvals for news media/reporters are at the discretion of the Alzheimer's Association. Learn more at alz.org/aaic/press

Those who do not qualify to receive embargoed AAIC news materials include, but are not limited to:

- Publishers or a publication's advertising, marketing, public relations or sales representatives.
- Publishers, editors or writers from internal publications or newsletters.
- Book publishers and book authors.
- Public relations, marketing, advertising or sales staff of AAIC exhibitors, sponsors or educational institutions, or other companies, or their PR firms or consultants.
- Financial, market and industry analysts; employees of financial, market and industry analyst firms and medical communications companies. Employees of companies whose primary business is as investment advisors or business consultants. Employees of business information/intelligence services, publications and databases.
- Other individuals who are not actually reporting on the meeting.
- Freelancers working without an assignment.
- Non-news media websites, such as blogs not associated with accredited news media or which carry primarily personal information and opinion. Sponsored blogs or blogs of for-profit companies that do not have independent editorial staff.
- Individuals (and employees of companies) whose purpose is to repackage content for continuing medical education (CME) opportunities, research studies and textbooks.

All of these individuals are welcome to [register](#) for AAIC as regular attendees.

Scientists presenting data at AAIC may not register as journalists; they must [register](#) in the conventional manner. Individuals registered as journalists are not eligible for CME credits.

Credentials

To [register for AAIC as a journalist](#) and receive embargoed press materials, identification certifying that you are a member of the news media is required. This includes the following:

- A recognized official press card; or a business card showing verifiable current employment as a reporter/writer/editor at a recognized news media outlet; or a current membership card from the National Association of Science Writers (see "Freelancers" section below).

AND

- Copies of news coverage of the previous year's AAIC, if you were registered as a journalist for that event. Or at least two copies of Alzheimer's/dementia/brain science news coverage from within the last year (preferably more recent).

Freelancers

In addition to the materials listed above, freelancers must also submit:

- A letter on the media outlet's letterhead stating that you are on assignment to cover AAIC.
- At least two copies of bylined articles published in the last year for recognized news media outlets covering health- or medical-related topics, particularly research/science.

Please send copies of these materials to the Alzheimer's Association with your registration.

Scientific/Medical Journals

Only those scientific/medical journals (print and electronic) that have regular sections for editorial news coverage may apply for registration as a journalist at AAIC. Only those people who actually generate that editorial content may apply.

Newsletters

Newsletters (print and electronic) that are widely published and publicly available, published regularly (at least six times/year), and that primarily cover Alzheimer's disease/dementia news are eligible to receive embargoed news materials. Investment, corporate, internal and institutional newsletters are not eligible for news media credentials. Applicants must submit two recent issues of the newsletter, each containing at least one bylined medical/health/science article, and coverage from the previous year's AAIC (if applicable).

SCIENTIFIC ABSTRACTS

AAIC abstracts, sessions and schedules will be available to registered journalists through a password protected website approximately one month before the conference. Data and details for abstracts included in the AAIC news program will not be on the website until the news embargo has passed, but will be available to reporters registered for AAIC through the Alzheimer's Association's media relations staff.

PRESS OFFICE GUIDELINES FOR EXHIBITORS, SPONSORS AND OTHER INDUSTRY REPRESENTATIVES

PRESS LIST POLICY

The Alzheimer's Association® does not share its press list or the names of those reporters who are registered for AAIC.

EMBARGO POLICY

All scientists and their funders, and all AAIC exhibitors and sponsors, agree to be bound by the news embargoes and release times stated on news releases and other news materials issued by the Alzheimer's Association and AAIC. If a scientist or company that is a participant in an AAIC news briefing or news release is discovered to have broken an AAIC news embargo, or encouraged the breaking of a news embargo, the Alzheimer's Association reserves the right to remove the participant from the news briefing and remove that scientist's/company's information from the news release.

SPONSOR AND EXHIBITOR NEWS RELEASES

The Alzheimer's Association does not endorse news materials from exhibitors and sponsors.

As a convenience for journalists, news releases from exhibitors and sponsors related to science being presented at AAIC will be displayed in a designated area of the Press Office. Only news materials related to science being presented at AAIC will be accepted – no promotional material or background material, and no press kits.

The Alzheimer's Association must approve all exhibitor/sponsor media materials before they are displayed at AAIC. The Association reserves the right to not approve the materials for any reason.

News releases must state that the data “was presented at the Alzheimer's Association International Conference® 2021 (AAIC®).” First references to the conference in all news materials must use that full name. “AAIC” is acceptable on subsequent references. In addition, all references in news materials to the Alzheimer's Association® must use this full name; there are no acceptable shortened forms or acronyms.

“Participation” or “Curtain Raiser” News Releases

Public and news announcements made in advance of AAIC that a scientist or company is scheduled to make a presentation of AAIC may include the date, time and topic of presentation, but may not include the methods, results and/or the type or direction of results, even if that is included in the name/title of the submitted abstract. For that reason, authors are discouraged from putting the type and/or direction of results in the abstract title.

Approval Process

Prior to **Tuesday, July 6, 2021**, a review copy of all exhibitor/sponsor media materials must be sent to Alzheimer's Association Public Relations email, AAICmedia@alz.org or faxed to 866-720-0074.

Materials not received by July 6, 2021 will not be displayed at AAIC.

Up to 50 copies of accepted press materials can be dropped off to a staff person at the Press Office during regular hours of operation. Press Office staff will not make copies of exhibitor/sponsor press materials.

PRESS OFFICE

The AAIC Press Office and news briefings are open only to members of the working press who are registered and approved for AAIC. Exhibitor and sponsor staff and representatives are not allowed in the Press Office. As a courtesy to news media representatives, AAIC discourages these individuals from standing outside the Press Office and Press Briefing Room in an effort to meet with journalists. Quiet areas may be available for sponsor/exhibitor representatives accompanied by registered journalists to conduct interviews. Press Office staff will help schedule use of these spaces, based on requests from the journalists.

NEWS BRIEFINGS

AAIC News Briefings

At the discretion of AAIC Press Office staff, up to two representatives from an exhibitor/sponsor may attend an AAIC news briefing at which science they have funded or conducted is presented.

Non-AAIC News Events

AAIC prohibits all news events, including news conferences, news briefings, webcasts and media receptions, both onsite at AAIC and offsite in Denver, during normal [AAIC Press Office hours](#) of operation.

CHANGES IN NEWS MEDIA GUIDELINES

These policies are subject to change at any time.

For questions or further information, please contact the Alzheimer's Association Media Relations Department at AAICmedia@alz.org or call 312-335-4078.

Updated June 2021