

# ALZHEIMER'S ASSOCIATION INTERNATIONAL CONFERENCE® 2025

## MEDIA GUIDELINES AND EMBARGO POLICIES

July 27-31, 2025  
Toronto, Canada and Online

### NEWS EMBARGO POLICY

All materials presented at the Alzheimer's Association International Conference 2025 (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 Media Relations Department at [AAICmedia@alz.org](mailto:AAICmedia@alz.org) with any questions.

#### For Presentations Included in the AAIC 2025 News Program

The news embargo for abstracts and scientific presentations in the AAIC 2025 news program will be listed on the news release and/or story pitch materials that include that abstract/presentation. The embargo time/date must be honored regardless of the time of presentation at AAIC.

#### For All Other Presentations

Materials presented at AAIC are embargoed for publication, posting and broadcast until the officially scheduled release at AAIC, unless the Alzheimer's Association provides written notice or permission in advance.

- For podium presentations, the scheduled release is the beginning of each individual talk (not the overall session). For example, for a Featured Research Session starting at 9:30 a.m. Eastern Time where each talk is 15 minutes long, the news embargo on the:
  - First talk is at 9:30 a.m. ET
  - Second talk is at 9:45 a.m. ET
  - Third talk is at 10:00 a.m. ET
- For poster presentations, the news embargo coincides with the opening of the virtual conference platform.

All news media representatives, scientists, funders of science presented at AAIC, AAIC exhibitors and sponsors, and all other conference participants agree to be bound by the AAIC news embargoes described 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 manner 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.

Research made publicly available in advance of AAIC, such as through preprint server, will, in general, not be eligible for inclusion in the AAIC news program.

---

## **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 receive embargoed news materials.

Journalists 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.

Those who do not qualify for complimentary registration as a journalist and to receive embargoed AAIC news materials include, but are not limited to:

- Publishers or a publication's or news outlet's advertising, marketing, public relations or sales representatives.
- Publishers, editors or writers from internal publications, newsletters, websites, blogs/vlogs, etc.
- Book publishers and book authors.
- Public relations/marketing/advertising/sales staff, PR firms or consultants of AAIC exhibitors, sponsors, educational institutions or other companies or organizations.
- Financial, market and industry analysts.
- Employees — including those who have “journalist” in their job title — of:
  - Financial, market and industry analyst firms and medical communications companies.
  - Companies whose primary business is as investment advisors or business consultants.
  - Business information/intelligence services, publications and databases.
- Other individuals who are not actually reporting on the meeting, including those who are seeking authors, writers, commentators, bloggers, partners, interview subjects, sources or similar.
- Freelancers working without an assignment.
- Non-news media websites, such as blogs and podcasts not associated with accredited news media or which carry primarily personal information and opinion. Sponsored blogs, blogs of for-profit companies and podcasts 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).
- 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.

### 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 brain research/science.

Please send copies of these materials to the Alzheimer’s Association with your registration/request for credentials.

### 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 per 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).

---

## **PHOTO/VIDEO/AUDIO RECORDING POLICY**

Because of the proprietary nature of data and the reporting of preliminary, unpublished research, any photography, filming, screen capture, taping, recording, or reproduction in any medium of any of the

programs, talks or data/posters/slides presented at AAIC is **prohibited**, *unless the presenting author grants explicit permission or there is demonstrated prior consent*. If a speaker indicates that they are open to photography or recording, please use common courtesy and do not be disruptive or distracting, either to the speaker or audience members.

Similarly, the subsequent dissemination of any photo/image, film/video, screen capture, audio, or other recording in any medium of any of the programs, talks or data/posters/slides presented at AAIC is **prohibited**, *unless the presenting author grants explicit permission or there is demonstrated prior consent*.

Sharing your experience on social media is encouraged to add to the discussion and excitement of AAIC, as long as it complies with AAIC recording, embargo and confidentiality rules. **Sharing images on social media that contain discernable research data (i.e., image of a poster or slide) is prohibited unless explicit verbal or written permission is granted by the presenter of that research.**

Violation of the above restrictions may result in appropriate penalty, including removal from AAIC and denial of entry to future AAICs and future Alzheimer's Association conferences and events. Please direct questions regarding this policy to [AAICmedia@alz.org](mailto:AAICmedia@alz.org).

#### Film/Video Crews

Film/video crews producing editorial or documentary content for recognized news organizations or production companies may be eligible to attend AAIC. **Crews who wish to film at AAIC must fill out the Film Crew Request Form no later than June 1, 2025 to be considered for credentials.** While onsite, camerapersons must at all times be accompanied by a Media Relations-assigned staff member of the Alzheimer's Association.

Film/video crews who do not submit by this deadline may still register for the meeting, but will be prohibited from bringing and using film/video equipment.

---

## SCIENTIFIC ABSTRACTS

AAIC abstracts, sessions and schedules will be available to registered journalists through a password-protected website approximately two weeks 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 journalists registered for AAIC through the Alzheimer's Association's media relations staff.

---

## **PRESS AND MEDIA RELATIONS 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 set by this policy document and stated on news releases and other 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 AAIC 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<sup>®</sup> 2025 (AAIC<sup>®</sup>).” 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<sup>®</sup> must use this full name; there are no acceptable shortened forms or acronyms.

### “Participation” or “Curtain Raiser” News Releases

Announcements made in advance of AAIC that a scientist or company is scheduled to make a presentation at 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 **Wednesday, July 9, 2025**, a review copy of all exhibitor/sponsor media materials must be sent to Alzheimer's Association Public Relations email, [AAICmedia@alz.org](mailto:AAICmedia@alz.org). **Materials not received by July 9, 2025 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 sponsors/exhibitors accompanied by registered journalists to conduct interviews. Press Office staff will 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

News events simultaneous with AAIC, including news conferences, news briefings, webcasts and media receptions are permitted. News events that take place at the conference center or in conjunction with the meeting **must be approved in advance** by the Alzheimer's Association. Please alert the Alzheimer's Association in advance about all offsite AAIC-related news events. Reach out to [AAICmedia@alz.org](mailto:AAICmedia@alz.org) by **Monday, June 30, 2025** with details of your planned event so that an appropriate announcement can be made in the AAIC Press Office.

---

## **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](mailto:AAICmedia@alz.org) or call 312.335.4078.

*Updated September 2024*