Press Room and Media Relations Policies and Guidelines

The International Society for Heart and Lung Transplantation (ISHLT) has responsibility for determining which scientific abstracts and presentations will be considered for news releases under the ISHLT name and is responsible for the conduct and use of the press room facilities at The Acropolis, Nice, France April 15-18, 2015.

ISHLT PR and Media Contacts
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Press briefings and media interviews may be available for organizations releasing late breaking news. Contact Stephen Chavez at Stephen.d.chavez@gmail.com for more information. Every accommodation, as best as possible, will be made to fulfill individual requests for interviews and information. Media are welcome at all scientific sessions and symposia. However, to best accommodate the needs of news media covering the meeting, the following policies and guidelines concerning press and public relations activities have been established.

Press Badges and Registration

- To be eligible to attend the meeting and scientific sessions in-person, all media must request credentials in advance to Stephen Chavez, Stephen.d.chavez@gmail.com. A letter from the assignment editor must be provided stating which publication you are covering the event for, along with your name, arrival date and press badge, if possible.

- Press registration entitles access to the pressroom, scientific sessions, industry-sponsored satellite symposia and exhibit and poster areas. Press badges will provide access to Lunch Symposia but do not entitle attendance to the Gala Reception. Lunch Symposia catering is not available to media.

- Press badges should be visible at all times while in the pressroom and at meeting events and presentations.

- To obtain a press badge, individuals should go to the meeting registration desk. Then media should proceed to the pressroom to receive press materials.

Only those who meet the following requirements will be granted press registration:

- Working members of the news media with any of the following credentials will be admitted to the press room: a recognized press card; a current membership card from the
Associated Press (AP), National Association of Science Writers (NASW), the American Medical Writers Association (AMWA) or the International Science Writers Association (ISWA), a business card clearly indicating media affiliation and position; or a letter on your news organization’s official letterhead stating that you are covering the meeting for a specific assignment. Media who have registered prior to the meeting may be asked to present such credentials on site.

- **Freelancers** must have a letter on official letterhead from the news organization making the assignment or present a membership card from NASW, AMWA or the ISWA. Those who have registered prior to the meeting may be asked to present such credentials on site.

- **Public information officers** are required to prove membership in NASW, AMWA or ISWA, or present a business card clearly showing their position within their organization (e.g., public relations director, science writer, editor). All public information officers are expected to be respectful of reporters’ needs and deadlines and as such should not congregate inside the press room.

**Embargoes**

- In general, abstracts, plenary sessions and symposia will be embargoed for the time and date of presentation. If an abstract is being discussed at a press briefing scheduled before the presentation, the embargo is lifted at the time of the briefing. Any exceptions to this policy will be clearly communicated to news media.

**Photography and Tape Recording of Sessions**

- Television cameras are permitted inside scientific sessions and exhibit and poster areas for brief intervals and for b-roll purposes only. The use of lights will not be permitted. Still photographers must not use a flash. Every attempt should be made to be as inconspicuous as possible and to be especially mindful of those at the podium.

**Industry and Institutional Public Relations Activities**

- Public relations, marketing or sales representatives of the pharmaceutical and medical device industry may not register as press.

- ISHLT requests the opportunity to review press releases and other materials specifically related to abstracts being presented in poster or oral sessions at the Meeting. Materials may be sent in advance via email to Stephen Chavez at Stephen.d.chavez@gmail.com. Please send all materials by Tuesday, April 7.
• An area of the press room will be designated for institutional and industry-sponsored press materials related to abstracts being presented in poster or oral sessions.

• Press releases related to scientific presentations must be embargoed until the time of presentation unless otherwise noted by the ISHLT.

• Representatives may attend ISHLT press briefings involving research about or sponsored by that company or institution. Representatives attending press briefings must register with the press room staff.

Please Note

• The ISHLT does not make available its current or past media registration lists.

• The ISHLT reserves the right to bar from this and future meetings representatives who fail to adhere to these policies.