



## ACR Winter Rheumatology Symposium 2025 Press Registration Policies

### GENERAL INFORMATION

The American College of Rheumatology (ACR) welcomes members of the press to write about research presented at the Winter Rheumatology Symposium 2025 (WRS 2025). Complimentary registration is available for approved members of the press to attend in-person presentations in Snowmass, CO, January 26 – January 30, 2025. **A virtual option is not available for WRS 2025.**

The complimentary press registration for WRS 2025 includes access to all presentations in-person, access to presentation slides, and interview coordination support from the ACR public relations team. Below you will find a complete listing of the eligibility requirements and policies for interested journalists.

***NOTE: Completing a request for press registration does not guarantee approval.*** We inspect the credentials of anyone who wishes to register and reserve the right to decline a request for any reason we deem appropriate. Additionally, approval to attend other global meetings and conferences does not determine eligibility and approval for ACR meetings and events. Declined individuals may still attend the meeting but will have to pay for general access and will not have complimentary press credentials. **Registration closes on Wednesday, January 8, 2025.**

### ***Embargo & Copyright Policy***

All presentations and content presented at the meeting are under embargo until **Sunday, January 26 at 7:00 AM (MT)**. The ACR has intellectual property rights to all presentations. Presentations provided to the media may not be published, shared or replicated in any manner. Journalists with access to embargoed information also cannot release articles before the embargo lifts. Releasing stories before the embargo will result in the denial of press credentials for the offending journalist and outlet/publication for future meetings for a period to be determined by the ACR. View the embargo policy and the copyright policy under the ACR's [Educational Activity Policies](#) tab.

### **FOR JOURNALISTS - updated**

All requests for press credentials are subject to review and approval by ACR staff. **Approval for one year does not guarantee approval for the following year.** News outlets/publications that meet the following criteria are eligible to have up to two employed journalists and/or freelancers apply for press credentials. Requests for additional registrations may be submitted to [pr@rheumatology.org](mailto:pr@rheumatology.org) if a publication can show the volume of coverage planned requires additional team members. **Outlets or publications that do not meet the following eligibility criteria will be denied.** Requirements include:

- The news outlets/publication must publish original, editorial news coverage about the practice of rheumatology regularly throughout the year in an ongoing news section. For ACR press credentials, original, editorial news coverage is considered original articles/videos developed by employed journalists to report facts, commentary, and subject matter expert



quotes in a narrative form using a variety of sources (e.g., research, announcements, press releases, events, etc.).

- The publication/media outlet should have complete editorial freedom from advertisers, funders and/or sponsors. The determination to cover the event should be driven by the outlet/publication's editorial focus and audience independent of external sponsorship or an organization paying for the content to be developed.
- No requirements for reprinting of slides, research studies, abstracts, and/or copyright privileges as part of working with the outlet/publication.

The following outlets/publications and individuals are **not eligible** for press credentials:

- Freelancers without an active work assignment from an eligible news outlet/publication and freelancers who wish to attend the meeting to draft articles to pitch to publications after the event.
- Persons with exhibitor, vendor, or attendee registrations, and any personnel or companies working with said individuals to produce content at the meeting.
- Publishers or a publications' advertising, marketing, public relations, sales, or circulation personnel and any other non-editorial function representatives.
- Healthcare provider platforms that require membership and/or registration and are designed mainly to encourage networking and information sharing among physicians and other healthcare professionals, and that provide continuing education for registered members of the platform.
- Companies or online platforms that develop continuing medical education (CME) products and materials, and other educational programs/events (including CME writers, editors, and individuals working on behalf of organizations that have written CME based on ACR/ARP meetings in the past).
- Public relations, communications, marketing, advertising and integrated marketing agencies. This includes agencies acting on behalf of or for a client and their proprietary publications. Their representatives are welcome to register as general attendees.
- Scientific and medical journals that do not develop and publish original, editorial news coverage in a non-peer-reviewed, regular news section separate from its publication throughout the year. The journal must have a section of its website dedicated to ongoing editorial news that covers rheumatology and other medical related topics to include commentary and quotes from subject matter experts.
- Scientific and medical journals sponsored by a single sponsor. Scientific and medical journals that are not peer-reviewed and do not publish original manuscripts. Scientific and medical journals that are direct competitors of ACR's scientific journals (which is determined by the ACR).



- Financial or business analysts.
- Executive/management personnel of outlets/publications and organizations. This includes personnel with titles that include CEO, president, founder, senior vice president, vice president, head of sales, head of marketing, chief, and other C-suite personnel. This also includes directors of marketing, communications, sales, etc. The ACR will inspect the credentials of each person submitting a press pass to determine eligibility.
- Companies/organizations and employees thereof, producing publications, videos, and/or other electronic media (i.e., email digests) intended for internal use, marketing, advertising, financial analysis, connected to a sponsor, or other public relations purposes.
- Media/communications companies producing content sponsored by a single organization or whose revenue for publication depends solely on coverage of the ACR's meeting.
- Media who produce a communications vehicle that uses the ACR's name or logo to imply endorsement from the ACR.

**NOTE:** The ACR reserves the right to impose further limitations on who is approved for complimentary press access and the number of badges issued.

### ***Special Considerations for Press Credentials***

The ACR offers special consideration for bloggers, non-writing editors, photographers and videographers. Please email [pr@rheumatology.org](mailto:pr@rheumatology.org) for details.

### **APPLYING FOR PRESS CREDENTIALS**

Eligible outlets/publications sending multiple people should have each person submit a separate, individual request each with its own email address. Each journalist must provide the following:

- An assignment letter from an editor, assistant editor, assignment editor, or designated organization official that confirms you will be representing the organization. Journalists cannot write their own assignment letter.
  - Assignment letters should include information about the intended use and distribution of the resulting coverage and the number of articles and/or interviews planned.
  - The assignment letter should be on an appropriate company letterhead and must include a phone number and email address for the assigning individual in the event ACR staff has questions/concerns that need to be addressed before credentials are approved.
  - Journalists employed by a publisher with multiple publications must identify which publication they are on assignment for.
  - Bloggers may submit an overview of their blog and explain the intended use of the resulting coverage in lieu of an assignment letter.



- Current media credentials that verify you are a working member of the print, broadcast, or online media (such as a business card, accredited press pass, screenshot of the section that outlines the editorial staff, or an official media outlet-issued credential).
- Two bylined, published work samples, preferably related to the practice of rheumatology (scientific research studies, textbooks, textbook chapters, brochure/promotional copy, etc. do not qualify as news coverage).

**NOTE: Journalists who received credentials for the previous year's meeting must submit bylined coverage from the previous meeting in lieu of general work samples.** If meeting coverage and/or work samples are behind a paywall, a username and password must be provided so ACR can verify the outlet/publication's eligibility and confirm post-meeting coverage. If coverage from the previous year cannot be provided or verified, the request will be denied.

If the journalist is new, but the outlet/publication is not, the assignment editor may be asked to provide proof of coverage from the previous year before journalists representing the organization receives approval for the current year's meeting.

Once your application has been reviewed, you will receive confirmation of its approval or denial within three to seven business days.

#### **Prohibited Activities of Registered Press**

Individuals registered as press are strictly prohibited from engaging in the following activities. Violation of these parameters will result in loss of press credentials for the offending journalists and/or outlet/organization for future meetings:

- Sales, marketing, or representing a company to obtain advertising, subscriptions, photography/video production, or other products or services from any registrant or exhibitor.
- Misrepresentation of role or activities to obtain media registration.
- Sharing or distributing embargoed materials prior to the end of the embargo.
- Developing or assisting in the development of continuing medical education (CME) programs.
- Soliciting presenters and/or attendees for inclusion in CME programs, products, and materials; medical journals; or other non-ACR publications.
- Publishing or posting presentation slides or copyrighted meeting materials or livestreams of meeting presentations on internal and external websites and social media channels.

#### **FILMING, AUDIO RECORDING, & PHOTOGRAPHY**

Please indicate in your assignment letter whether you will be using a camera or video camera during the event. All registered media are asked to observe the following policies regarding filming, audio recording, and photography during WRS 2025:

- **When in presentations, filming, livestreaming, and use of flash photography is strictly prohibited.** Handheld audio recorders may be used in sessions solely to report accuracy, assuming all intellectual property rights will be respected. Photos may be taken with



permission from the presenter/speaker. Photos and/or audio recordings must be captured in a non-disruptive manner that does not disturb the presenter and other attendees.

- Capturing video of the exhibit area is **strictly prohibited**, and interviews should take place away from that area.
- In public areas, moving video recordings are limited to interviews with presenters/attendees, general b-roll, live video updates, and establishing shots.
- Images from the meeting should be credited to Winter Rheumatology Symposium 2025.

### **SOCIAL MEDIA - NEW**

The ACR welcomes opportunities to facilitate the sharing of important research from WRS 2025 that supports the learning and advancement of rheumatology in a way that respects the copyrights and intellectual property of meeting presenters and the College.

To achieve this, the ACR has adopted the following policy around sharing pictures, videos, reels, and presentations on social media platforms. Social media platforms are defined as technologies that facilitate sharing ideas and information among users. Examples include Facebook, TikTok, Snapchat, X (formerly Twitter), Instagram, Threads, LinkedIn, and YouTube.\*

#### **What Is Allowed**

- Interviews with presenters/attendees in public areas, general b-roll, live video updates from public spaces, images in public spaces, and establishing shots.
- Interviews featured on social media platforms should be taken away from the exhibit area and should not include images of presentations.
- Reposting or sharing content from official ACR social media channels.
- Where possible, the ACR should be tagged in social posts.

#### **What Is Not Allowed**

- Capturing video footage of the exhibit area to create reels on social media platforms is strictly prohibited.
- Livestreaming or capturing video snippets of presentations is strictly prohibited.
- Capturing general photos and wide shots of presentation rooms is prohibited.
- Creating new graphics using the ACR/ARP or WRS name, logos, or color schemes.
- The ACR/ARP and WRS names and/or logos cannot be included in posts that have branded product content.

The official hashtag for the Winter Rheumatology Symposium 2025 is #WRS25. You can follow the ACR on Facebook, LinkedIn, and X (formerly Twitter) for regular updates. Be sure to tag the College as content is posted and make sure the posts are in alignment with the Meeting Coverage Promotional Guidelines below.

*\*This is not an exhaustive list, but rather a sampling of the types of platforms that the ACR considers social media.*



### **MEETING COVERAGE PROMOTIONAL GUIDELINES**

If you intend to present coverage of WRS 2025 in a dedicated website, newsletter, or promotional piece of any kind, please include the following disclaimer at the top of your piece:

**This information is brought to you by [insert organization name] and is not sponsored by, nor a part of, the American College of Rheumatology.**

Additionally, you may not use the WRS 2025 logo, the ACR company name and logo, nor recreations of the meeting or company logo for promotional use or to imply affiliation. Acceptable titles of your coverage are as follows:

- Highlights from ACR Winter Rheumatology Symposium 2025
- 2025 ACR Winter Rheumatology Symposium Highlights
- 2025 ACR Winter Rheumatology Symposium Review

The ACR reserves the right to request promotional activities violating any parts of this policy be edited or removed. Failure to comply with these guidelines may result in the loss of press credentials for future meetings.