

ACR Convergence 2023 Press Registration Policies and Procedures

The American College of Rheumatology (ACR) welcomes members of the press to write about research presented at our professional meetings throughout the year and offers complimentary registration to eligible members of the press.

The complimentary press registration for ACR Convergence includes access to all live and recorded sessions, discounted housing, an embargoed press kit, access to onsite press conferences, assistance in scheduling interviews with speakers, and access to an onsite newsroom equipped with printer and computers where registered press can work away from the hustle and bustle of the meeting.

Below you will find a complete listing of the eligibility requirements, guidelines and policies for interested members of the press. Please read all policies and guidelines prior to submitting your registration. **Completing our request for press registration does not guarantee access to the meeting.** We inspect the credentials of anyone who wishes to register and reserve the right to decline a request. Declined individuals may still attend the meeting but will have to pay for access and will not have press credentials.

Early press registration will end **Wednesday, October 25**. Requests received before this time will be processed prior to the start of the meeting. Press registration requests will continue to be accepted through the end of the meeting, but delayed responses should be expected and approvals prior to the start of the meeting are not guaranteed, as staff will be supporting the execution of the meeting.

Onsite Newsroom

The onsite newsroom is located on the third floor (upper level) in Room 3 and is limited to registered press only. As a courtesy to others who are working in the newsroom, interviews and editorial meetings are not permitted in this space. Registered press members are permitted to use the press conference room (third floor (upper level), Room 4) for interviews when press conferences are not in progress. **All registered press will pick up their badges from the newsroom, NOT from registration.**

Newsroom Hours

- Badge Pickup and Press Kit Drop Off: Saturday, November 11: 1:30–3:30 PM PT
- Sunday, November 12: 7:00 AM–6:00 PM PST
- Monday, November 13: 7:00 AM–6:00 PM PST
- Tuesday, November 14: 7:00 AM–6:00 PM PST

Exhibitors and presenters wishing to place an announcement/press kit in the newsroom, please see the “Guidelines for Submitting Non-ACR Press Materials to Display in Newsroom” section below.

Press Conference Schedule

All press conferences highlighting select research will be held onsite. Press releases are drafted for these studies and shared with registered press, under an embargo, prior to the start of the meeting.

The official press conference line-up for ACR Convergence 2023 will be made available on [the press registration page](#) a few weeks prior to the meeting. All press conferences will take place in Room 4 on the third floor (upper level). Press conference dates and times are listed below (please check [HERE](#) for updates to the schedule).

- Sunday, Nov. 12: 12:30 PM – 1:30PM PST
- Monday, Nov. 13: 8:00AM – 8:45AM PST
- Monday, Nov. 13: 2:30 PM - 3:30 PM PST

Embargo & Copyright Policy

All presentations and studies presented at the meeting are under embargo until **Tuesday, November 7 at 10 AM ET (yes, Eastern time)**. The embargo starts once the ACR has notified presenters of their abstract's acceptance, and abstracts cannot be presented at other meetings after this time. Accepted abstracts are made available to the public online in advance of the meeting at <https://acrabstracts.org/> and are published in a special online supplement of our scientific journal, *Arthritis & Rheumatology*.

Presenters, academic institutions, private organizations, and companies may issue a press release about their study that highlights only the information available in the abstract once they have been posted online. Any additional details and data cannot be shared. Presenters are responsible for notifying their colleagues, institutions, communications firms, and all other stakeholders related to the development or promotion of the abstract about this policy. Violation of this policy may result in the abstract being withdrawn from the meeting. If an abstract is withdrawn from the meeting, this will also disqualify the abstract from being featured in a press conference at the meeting.

Journalists with access to embargoed information also cannot release articles before the embargo lifts. Releasing stories prior to the embargo will result in the denial of press credentials for both the offending journalist and outlet/publication for future meetings for a period of time to be determined by the ACR.

Who Can Register for Press Credentials?

All requests for press credentials are subject to review/approval by ACR staff, **and approval one year doesn't guarantee approval the following**. News outlets/publications that meet the following criteria are eligible to have up to two (2) employed journalists and/or freelancers apply for press credentials. Requests for additional registrations may be submitted to pr@rheumatology.org if a publication can show the volume of coverage planned requires additional team members.

If the outlet/publication a journalist is working for does not meet the following eligibility criteria, their request 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 the purpose of 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.).
- Advertisers, sponsors, paid editorials, and other funding sources must be clearly identified.
- Complete editorial freedom from advertisers, funders and/or sponsors is required - 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/or those who wish to attend the meeting to draft articles for pitching 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.
- 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.
- Industry/exhibitor's press officers and their public relations consultants, communications firms, audio/video teams, etc. Exhibitors wishing to film marketing and public relations videos, such as KOLs, are allowed to do so at their booths during non-exhibit hall hours with written approval from the exhibit hall staff. Please contact Kelli Wondra at kwondra@rheumatology.org with requests and questions.
- Financial or business analysts.
- Companies that develop CME 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).
- Executive/management personnel of outlets/publications and organizations.

- Companies/organizations and employees thereof, producing publications, videos, and/or other electronic media intended for internal use, marketing, advertising, financial analysis, or public relations purposes.
- Media/communications companies producing content that is sponsored by a single organization or whose revenue for the publication or issue of a 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 the number of badges issued as necessary.

Special Considerations for Press Credentials

Bloggers

Bloggers wishing to be considered for press credentials must submit a letter that includes details about the blog's audience, content focus, and minimum number of articles that will be produced. The required work samples must include copies of, or links to, recent rheumatology-related posts, and all blogs must demonstrate that original, editorial news coverage is disseminated throughout the year and that the blog has editorial freedom from advertisers and/or sponsors (single-sponsored blogs will not receive credentials; blogs with advertising must have multiple advertisers clearly identified).

Non-Writing Editors

An outlet/publication may send one non-writing editor if there is a plan in place to assign editorial coverage during or immediately following the meeting. The editor must submit an assignment letter on the publication's letterhead that explains what their role is, what type of content they will be assigning, the minimum number of articles that will be produced, and their plans for disseminating the articles. A non-writing editor counts toward the maximum number of press registrations an outlet/organization can have.

Photographers/Videographers

Photographers, videographers, and/or other members of the multimedia team accompanying credentialed news outlets must submit an assignment letter with their registration that includes information about their specific role and the type of multimedia they will be creating. Photographer/videographer/multimedia registrations count towards the registrations allowed per organization.

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 for the purposes of obtaining advertising, subscriptions, selling 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 or non-ACR publications.
- Publishing or posting presentation slides or copyrighted meeting materials or live streams of meeting presentations (please see the ACR's policies on [abstract reprints and citations](#) for information on how to obtain written permission to share an abstract).
- Capturing screenshots and/or recording any part of ACR Convergence 2023 for the purpose of (but not limited to) reposting (including social media), reprinting or other commercial use.

Permitted Filming, Audio Recording and Photography

All cameras must be pre-approved by the public relations staff. Please indicate in your assignment letter whether you will be using a camera or video camera during the event. **All persons with pre-approved devices will be issued a badge that contains a sticker indicating they are authorized to have their camera during the meeting.** If you do not have one of these stickers, convention staff members are permitted to stop you from using your device.

All registered media are asked to observe the following policies regarding filming, audio recording and photography during ACR Convergence 2023:

- **When in sessions – filming, live streaming and use of flash photography is strictly prohibited.** Handheld audio recorders may be used in sessions for the sole purpose of reporting 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 Hall is strictly prohibited, and interviews should take place outside of the Exhibit Hall.
- Capturing general photos and wide shots of the Exhibit Hall is prohibited. Press who would like general photos of the Exhibit Hall can obtain these after the meeting from the ACR by contacting pr@rheumatology.org.
- In public areas, moving video recordings are limited to interviews with presenters/attendees, general b-roll, live video updates and establishing shots.
- The press conference room may be used to capture interviews when not in use by ACR staff.
- Any images from the meeting should be credited to ACR Convergence 2023.

Copyright Policy

Programs presented at the meeting are for the education of attendees and purchasers of recorded presentations as authorized by the American College of Rheumatology. The information and materials displayed and presented during this meeting are the property of

the ACR and the presenter and cannot be photographed, screenshot, recorded, copied, photocopied, transformed to electronic format, reproduced, or distributed without written permission of the American College of Rheumatology and the presenter.

Any use of the program content for commercial purposes (which includes, but is not limited to, oral presentations, audiovisual materials used by speakers, and program handouts) without the written consent of the ACR is prohibited. This policy applies before, during, and after the meeting. The ACR will enforce its intellectual property rights and penalize those who infringe upon them. Please reference the “Abstracts Permissions and Reprints” page. Journalists violating copyright may have their press credentials denied for future meetings.

Use of Insignias/Logos

Insignias and logos of ACR Convergence, ACR, ARP and Rheumatology Research Foundation are proprietary marks. Use of these in any fashion, by any entity, for any purpose, is prohibited without the written permission of the ACR. The use of insignias, logos and images that mislead the intended audience to believe that a piece or production is coming from the ACR is strictly prohibited and will result in the denial of press credentials for future meetings.

Code of Conduct

All those participating in, or otherwise in attendance at, ACR meetings and events are subject to the ACR Educational Meeting Code of Conduct, which can be found, in full, at <https://rheumatology.org/acr-policies>

The ACR is committed, and expects its staff, guests, and participants to be committed, to providing a friendly, safe and welcoming environment for all, regardless of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status. By submitting a press registration request you are agreeing to read and abide by all aspects of the ACR Educational Meeting Code of Conduct.

Any actual or suspected violation of the Code of Conduct should be promptly reported to ACR staff or online at <https://rheumatology.org/educational-activity-code-of-conduct-report> Violators are subject to expulsion from any or all aspects of the meeting or event.

Meeting Coverage Promotional Guidelines

If you intend to present coverage of ACR Convergence 2023 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 ACR Convergence 2023 logo nor company name to imply affiliation. Acceptable titles of your coverage are as follows:

- Highlights from the ACR Convergence 2023
- ACR Convergence 2023 Highlights
- ACR Convergence 2023 Review

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

How to Apply for a Press Badge

To apply for press access, visit <https://rheumatology.org/press-pass-request>. Eligible outlets/publications sending multiple people should have each person submit a separate, individual request. 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.
 - Assignment letters should include information about the intended use/distribution of the resulting coverage.
 - The assignment letter should be on 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 your credentials can be approved.
 - 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 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 eligibility and confirm post-meeting coverage.

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 will be approved for the current year's meeting.

Once your application has been reviewed, you will receive confirmation of its approval or denial ahead@rheumatology.org or mmcdonald@rheumatology.org, within three to seven business days depending on the volume of requests being received.

Guidelines for Submitting Non-ACR Press Materials to Display in the onsite Newsroom

The ACR is committed to helping members of the media cover research presented at the meeting. To facilitate this, we allow distribution of non-ACR press materials that meet our requirements in the ACR onsite newsroom. Please observe the following when submitting press materials to the ACR Newsroom.

Who is eligible to request their press materials be distributed through the ACR Newsroom?

Any person or organization with science presentations at ACR Convergence 2023 may request the distribution of its press materials in the ACR Newsroom. The ACR will not allow press materials that address data that has not been publicly released, or materials that address data presented in an unofficial ACR format (e.g., investigators meeting, affiliated event, or post-meeting symposia).

Do my press materials need pre-approval?

Media kits and press releases must be pre-approved if you would like to place them in the newsroom onsite. Press release guidelines are as follows:

- Research should be cited as being presented at ACR Convergence 2023
- Press releases must directly relate to meeting abstracts and fully adhere to ACR's embargo policies.
- Press releases must include the abstract name/number(s) of the research being referenced.
- Press releases cannot be promotional in nature and may not include sales/marketing materials.

Press kits and press releases must be received by **Friday, October 27** to ensure a pre-approval before the start of the meeting. Press releases may still be accepted after this time, but a pre-approval is not guaranteed due to the high volume of requests that come in the final weeks before the start of the meeting, and you may not receive confirmation until the onsite newsroom has opened.

Press release only: Please send the final copy of your press release for approval to mmcdonald@rheumatology.org. Press releases received after the **October 27** deadline will only be reviewed, time permitting. The staff receives a high volume of last-minute submissions, and priority will be given to those who meet the deadline in the order in which press releases are received.

Media kits: All press materials (such as press releases, fact sheets, etc.) must be on 8.5 x 11" paper and can be packaged in a standard 9 x 12" (or smaller) folder. **The folder must be a corporate folder, not a product folder.** Any label/branding on the folder may not be product specific.

Promotional/marketing materials (corporate reports, product promotions, samples, giveaways) are prohibited.

NOTE: Onsite approvals are only considered if time permits and are not guaranteed due to the high volume of requests staff receive from registered press onsite.

Is there a limit on the number of unique press kits we can develop?

Each presenter and/or organization wishing to place a press release/kit in the newsroom is limited to one unique press kit. That one folder can contain multiple press releases and/or other information as appropriate. It is recommended to make no more than 40 kits, as some

outlets send multiple individuals who choose to share one kit, and other outlets cover the meeting virtually.

How do I deliver my materials to the ACR Newsroom?

Press releases and kits can be dropped off on Saturday, November 11 from 1:30 PM - 3:30 PM PST or during regular Newsroom hours. Unapproved press kits/releases dropped off during this time will not be displayed until a member of the ACR PR staff is able to review the materials. It is the responsibility of those displaying information in the Newsroom to deliver any materials during the designated times. ACR staff will not print or assemble materials. Unused kits present at the end of the meeting will be discarded.

Frequently Asked Questions

- **Does the ACR share its media list?**
The ACR does not share, rent or sell the current or past list of registrants with attendees, exhibitors or their representative public relations and marketing agencies.
- **Does the embargo lift for all presentations/abstracts at the same time?**
Yes. The embargo lifts on all presentations on Tuesday, November 7 at 10:00 AM ET regardless of when it is presented.
- **Can we apply for extra press badges?** Requests for additional press badges will be considered on a case-by-case basis. You will be asked to show that the amount of coverage you have planned requires more passes than what is being offered and can be facilitated with the additional access to the on-demand content that has been provided. If your request is denied, you are still able to purchase meeting access for additional team members.