



## AMERICAN ACADEMY OF OTOLARYNGOLOGY– HEAD AND NECK SURGERY

**2009 AAO-HNSF Annual Meeting & OTO EXPO  
October 4 – 7, 2009  
San Diego, CA**

### **Registration Guidelines and Press Policies**

The American Academy of Otolaryngology – Head and Neck Surgery (AAO - HNS) Annual Meeting newsroom is the official site for disseminating news about the meeting.

The Newsroom functions as a media briefing room and a working newsroom for credentialed members of the media. The newsroom is managed and staffed by the AAO-HNS Communications Unit. During the Annual Meeting, the location will be in the San Diego Convention Center, Mezzanine Level, Bayside.

The Newsroom offers Annual Meeting media registrants a location to arrange interviews, prepare copy, make telephone calls, and check email between sessions. Computers, internet access, and telephones are provided. AAO-HNS news releases, copies of featured meeting papers, event notices, meeting highlights, and other information about otolaryngology are available in the newsroom.

#### **Newsroom hours of operation are:**

Saturday, October 3, 12 pm to 5 pm

Sunday-Tuesday, October 4 – 6, 7:30 am to 5 pm

Wednesday, October 7, 7:30 am to 2 pm

Members of the press are strongly encouraged to pre-register at [http://www.entnet.org/annual\\_meeting/media.cfm](http://www.entnet.org/annual_meeting/media.cfm).

Download the PDF registration form and fax back to 1-703-683-5100. Registrants are also required to submit press credentials, via fax or email, in the form of: a business card, publication masthead, letter of assignment from an editor, or a formal press badge from an organization like NASW.

***Advance Registration deadline is Friday, September 18, 2009.***

Those who have not pre-registered online may register onsite in the newsroom during scheduled hours. **Press credentials will be required to receive a free registration press badge.**

Each registrant must pick up his or her own press badge. AAO-HNS staff reserves the right to deny press passes, as well as access to the newsroom, to non-credentialed press.

**Press registration at AAO-HNSF Annual Meetings & OTO EXPO is extended to:**

- Working journalists, photo journalists, videographers, producers, and writers of the general, health and medical press.
- Journalism educators and students who are covering the meeting as part of their training in science/medical journalism, by prior arrangement.

**Press registration at AAO-HNSF Annual Meetings & OTO EXPO is not extended to:**

- Exhibitors
- Advertising, marketing, or publishing staff
- Administrative personnel
- Organizations that primarily produce live, audio, or audiovisual continuing education resources.
- Non-news editorial staff of publications
- Outside public relations representatives

**All press registrants must observe the following guidelines:**

- Information presented at the Annual Meeting is the responsibility of the presenting authors and is not intended to represent the views, policies or positions of AAO-HNS/F. Any press representative that has been hired or invited to cover an event not listed in the Annual Meeting program should not report its proceedings as happening in association with or as having any relationship to AAO-HNS/F.
- Sessions are embargoed until local **DATE AND TIME** of the individual session.
- Camera crews are prohibited from wandering unescorted through any part of the convention center to obtain b-roll or to conduct interviews. All camera crews must report to the newsroom to obtain credentials prior to covering any event and must be escorted by an Academy staff member.
- Credentialed press may audio/videotape/photograph except when patient confidentiality might be compromised or a presenter specifically requests that no audio/videotaping/photography by the press be permitted.
- Journalists may attend scientific sessions (except those limited to AAO-HNS members) as observers, not participants. Interaction with presenters and/or other attendees is permitted before and after the session.
- Registered media are required to wear their media credentials at all times while on site at the meeting.

Journalists who fail to comply with these guidelines will forfeit their press credentials and admittance to this Annual Meeting and possibly future AAO-HNS/F meetings. The Academy reserves the right to deny or terminate press privileges to credentialed press or public relations staff at any time prior to or during the meeting.

**Outside Public Relations Representatives**

Representatives of public relations/communication and pharmaceutical organizations are not allowed in the newsroom and do not have access to press conferences or other

newsroom materials. Any individual with a press badge who sells, markets, or represents a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor will immediately forfeit press credentials for this and subsequent meetings. A table outside of the newsroom will be made available for vendors/exhibitors press materials\*. It is the individual vendor/exhibitor's responsibility to monitor and replenish their own press materials.

*\*Unless otherwise established.*

For more information, please contact the media relations staff:

Jessica Mikulski  
Senior Manager, Media and Public Relations  
[newsroom@entnet.org](mailto:newsroom@entnet.org)  
703-535-3762