NEWS EMBARGO POLICY
All materials presented at the Alzheimer’s Association International Conference® 2020 (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 Public Relations Department at AAICmedia@alz.org with any questions.

- The news embargo for abstracts and scientific presentations included in the AAIC news program will be listed on the news release that includes that abstract/presentation. The embargo must be adhered to regardless of the time of presentation at AAIC.
- News embargoes for live plenaries and oral sessions not included in the AAIC news program are at the beginning of each individual talk (not the overall session). For example, for an oral presentation session starting at 2 p.m. where each talk is 15 minutes long, the embargo on the:
  - First talk = 2 p.m.
  - Second talk = 2:15 p.m.
  - Third talk = 2:30 p.m.
- News embargoes for on-demand, prerecorded workshops, presentations and posters not included in the AAIC news program are at 12:01 a.m. Central Time on their scheduled day.

All news media representatives, scientists, funders of science presented at AAIC, and AAIC exhibitors/sponsors agree to be bound by the AAIC confidentiality policy, and by news embargoes and 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 way 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.

NEWS MEDIA REGISTRATION AND CREDENTIALS
Access to embargoed news materials 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 be eligible to receive embargoed news materials.

News media must apply for credentials to receive advance access to embargoed news materials. Approvals for news media/reporters are at the discretion of the Alzheimer’s Association.

www.alz.org/aaic/press.asp

Those who do not qualify to receive embargoed AAIC news materials include, but are not limited to, the following:

- Publishers or a publication’s advertising, marketing, public relations or sales representatives.
- Publishers, editors or writers from internal publications or newsletters.
- Book publishers and book authors.
- Public relations, marketing, advertising or sales staff of AAIC exhibitors, sponsors or educational institutions, or other companies, or their PR firms or consultants.
- Financial, market and industry analysts; employees of financial, market and industry analyst firms and medical communications companies. Employees of companies whose primary business is as investment advisors or business consultants. Employees of business information/intelligence services, publications and databases.
- Other individuals who are not actually reporting on the meeting.
- Freelancers working without an assignment.
- Non-news media websites, such as blogs not associated with accredited news media or which carry primarily personal information and opinion. Sponsored blogs or blogs of for-profit companies 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.
- 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.

All of these individuals are welcome to register for AAIC as regular attendees.

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).

  AND

- Copies of news coverage of the previous year’s AAIC, if you were registered as a journalist for that event.

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 research/science.

Please send copies of these materials to the Alzheimer’s Association with your registration form.
**Scientific/Medical Journals**

Only those scientific/medical journals 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 that are widely published and publicly available, published regularly (at least six times/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).

**SCIENTIFIC ABSTRACTS**

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

**PRESS OFFICE 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 stated on news releases and other news 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. News releases must state that the data “was presented at the Alzheimer’s Association International Conference® 2020 (AAIC®).” 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® must use this full name; there are no acceptable shortened forms or acronyms.

“Participation” or “Curtain Raiser” News Releases

Public and news announcements made in advance of AAIC that a scientist or company is scheduled to make a presentation of 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.

**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 or call 312.335.4078.

*Updated June 2020*