



**15th International Thyroid Congress &
85th Annual Meeting of the American Thyroid Association**

Press/Media Registration and Press Policies

The 15th International Thyroid Congress (ITC) & 85th Annual Meeting of the American Thyroid Association (ATA) will take place October 18-23, 2015, at the Walt Disney Swan and Dolphin Resort in Lake Buena Vista, Florida. Media registration and press policies (detailed below and available at www.itc2015.thyroid.org) provide editors, reporters, and health and medical writers, as well as corporations and institutions, with information about how the ATA will support your endeavors to cover the scientific news of the 15th ITC and 85th annual meeting of the ATA.

ATA Annual Meeting and ITC Embargo Policy

The media, companies and institutions issuing press releases, and others are required to abide by the embargo policies governing the ATA's annual meeting and the ITC. The abstracts selected for presentation at the 2015 ITC and 85th ATA Annual Meeting will be available online before October 15, 2015, published in a special online issue of *Thyroid*, by Mary Ann Liebert, Inc., publishers.

The information contained in the abstracts is embargoed until the abstracts are available online. Coverage of information that goes beyond the scope of the abstract (e.g., additional analysis, commentary, or updated information from those individuals and companies involved in the study) is embargoed according to the following criteria:

- **For oral and short oral presentations:** the embargo deadline is the start time of the session in which the presentation is being made.
- **For poster presentations:** the embargo lifts when the poster session in which the poster is presented opens for viewing in the morning (i.e., when the poster hall opens that day).

EXHIBIT & POSTER HALL HOURS (Atlantic Hall, Ground/First Level)

MONDAY AND TUESDAY POSTER SESSIONS (Half of 800 posters)

Monday, October 19 9:00 AM – 4:30 PM

Poster Review Breaks 9:20 AM – 9:45 AM; 12:00 PM – 1:00 PM; 3:05 PM – 4:00 PM

Tuesday, October 20 9:00 AM – 4:00 PM

Poster Review Breaks 9:20 AM – 9:45 AM; 12:00 PM – 1:00 PM

WEDNESDAY AND THURSDAY POSTER SESSIONS (Half of 800 posters)

Wednesday, October 21 9:00 AM – 4:30 PM

Poster Review Breaks 9:20 AM – 9:45 AM; 12:00 PM – 1:00 PM; 3:05 PM – 4:00 PM

Thursday, October 22 9:00 AM – 1:30 PM

Poster Review Breaks 9:20 AM – 10:20 AM; 12:30 PM – 1:30 PM; Hall closes at 1:30 PM



On-Site Media Guidelines

The following rules apply only to registered media. All other meeting attendees are required to adhere to the general Meeting Rules and Regulations.

Meeting Admission

Registered media are required to wear the Meeting "Press" badge at all times while on site at the Congress/Annual Meeting. All scientific sessions, education sessions, abstract sessions, and special lectures at the annual meeting are open to the media. Entry into sessions requires a badge. Sessions that are designated members-only or ticketed are **not** open to registered media, which include receptions and annual business meetings.

Photography, Videotaping, and Audio Recording

Registered media are allowed to:

- Take photos (non-flash only) and audio recordings in the poster hall and in the session rooms.
- Take video recordings in public areas of the conference hotel.

Members of the media are **prohibited** from the following activities:

- Taking flash photos during sessions
- Taking photos of slide presentations
- Taking photos, videotaping, or audio recording in the exhibit hall
- Video recording in any session room or in the poster or exhibit halls

Disclaimer: Photos of copyrighted material reprinted without the prior consent of the study author/presenter is strictly prohibited.

Interviews

Registered media may reserve an interview room only for the purpose of editorial news coverage, and requests can be made through the ATA staff. Use of this room is by appointment only and is subject to availability.

Pre-meeting interviews are available for reporters interested in speaking with researchers whose work is featured in the ATA program. Please note that all pre-meeting interviews follow the same embargo policies.

Media credentials are required for use of the press room and must include either:

- Business card clearly showing media affiliation (a print, online, or broadcast news organization) and position (editor, writer, producer, reporter). If a business card is used to register, an additional form of identification may be requested.



- Letter of assignment on official company letterhead from an editor of a recognized publication or a producer of a broadcast program certifying that you are covering the study or abstract for the respective news organization.

Violation of ATA Policies by Reporters/Journalists

The Association reserves the right to bar, from this and future annual meetings, any registered media who attempt to obtain advertising or subscriptions from any exhibitor or registrant, who deliberately promote the marketing objectives of a single company or institution, or who misuse media privileges to engage in activities other than journalistic pursuits.

Media/Press Room: The Europe 4 Room, Lobby/Third Level of the Dolphin Building has been provided for the convenience of press/media use during the 15th ITC. The room will be open on Sunday, October 18 through Thursday, October 22. Press/media in attendance are welcome to use the room as needed. No equipment will be provided by Congress organizers. Press/media are welcome to bring their own computers for use in the room.

Business Center: The Walt Disney World Swan and Dolphin offers a full service business center open 24-hours a day to hotel guests and meeting attendees for printing, copying, computer access, faxing, shipping and other business needs. The Resort Business Center is located on the Lobby/Third Level within the Dolphin Building.

The **American Thyroid Association (ATA)** is the leading worldwide organization dedicated to the advancement, understanding, prevention, diagnosis, and treatment of thyroid disorders and thyroid cancer. ATA is an international membership medical society with over 1,700 members from 43 countries around the world. Celebrating its 92nd anniversary, the ATA delivers its mission — of being devoted to thyroid biology and to the prevention and treatment of thyroid disease through excellence in research, clinical care, education, and public health — through several key endeavors: the publication of highly regarded professional journals, *Thyroid*, *Clinical Thyroidology*, and *VideoEndocrinology*; annual scientific meetings; biennial clinical and research symposia; research grant programs for young investigators, support of online professional, public and patient educational programs; and the development of guidelines for clinical management of thyroid disease and thyroid cancer. The ATA promotes thyroid awareness and information through its online *Clinical Thyroidology for the Public* (distributed free of charge to over 11,000 patients and public subscribers) and extensive, authoritative explanations of thyroid disease and thyroid cancer in both English and Spanish. The ATA website serves as the clinical resource for patients and the public who look for reliable information on the Internet. Every fifth year, the American Thyroid Association joins with the Latin American Thyroid Society, the European Thyroid Association, and the Asia and Oceania Thyroid Association to co-sponsor the International Thyroid Congress (ITC). This year the ITC is hosted by the American Thyroid Association at the Walt Disney World Swan and Dolphin Resort. More information about the 15th ITC can be found at <http://www.thyroid.org/itc2015/>.