



Press/Media Registration and Press Policies

The 87th Annual Meeting of the American Thyroid Association (ATA) will take place October 18-22, 2017 in Victoria, BC, Canada at the Fairmont Empress and Victoria Conference Centre. Media registration and press policies (detailed below and available at www.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 87th Annual Meeting of the ATA.

ATA Annual Meeting Embargo Policy: Photos and recording devices of any kind are not permitted in the scientific sessions. Reporting on unpublished data is not authorized without express written consent by the presenter.

Prior consent:

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

The media, companies and institutions issuing press releases, and others are required to abide by the embargo policies governing the ATA's annual meeting. The abstracts selected for presentation at the 87th ATA Annual Meeting will be available online by October 9, 2017, published in a special online issue of *Thyroid*, the official journal of the ATA.

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).

THYROID EXPO 2017 Exhibit and Poster Hall Hours

Located in the Crystal Garden of the Victoria Conference Centre.

Wednesday, October 18, 2017	8:00 AM – 6:00 PM	Exhibitor Move-In/Set Up
Wednesday, October 18, 2017	7:30 PM – 9:00 PM	Welcome Reception in Exhibit Hall
Thursday, October 19, 2017	9:30 AM – 12:00 PM; 1:00 – 4:30 PM	
Friday, October 20, 2017	9:30 AM – 12:00 PM; 1:00 – 4:30 PM	
Saturday, October 21, 2017	9:30 AM – 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: Registration for press/media for the 87th Annual Meeting of the ATA is available on the ATA website at <https://www.thyroid.org/87th-annual-meeting-ata/registration-housing/>. Verification of press credentials may be requested as needed.

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. Photos and recording devices of any kind are not permitted in the scientific sessions. Reporting on unpublished data must be authorized by the presenter.

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.
- Take video recordings in public areas of the conference hotel.

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

- Taking photos during sessions.
- Taking photos of slide presentations or PowerPoint presentations.
- Videotaping or audio recording session presentation slides or discussions.
- Taking photos, videotaping, or audio recording in the exhibit hall.

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 87th Annual Meeting of the ATA Media/Press Room is located in the Victoria Conference Centre View Royal Room (*location subject to change; confirm location in available onsite meeting signage*). Press/media in attendance are welcome to use the room as needed. No equipment will be provided by ATA. Press/media are welcome to bring their own computers for use in the room.

Onsite Business Centre: The Fairmont Empress offers light business services operated by Showcase Business Centres for events and activities connected with the hotel. ATA does not offer a separate, dedicated business center to meeting attendees or press/media.

Fairmont Business Centre Location and Hours

Business Centre provide travelers the opportunity to stay connected with a secure, reliable, automated computer system, fax and copy machine. The Business Centre is open 24 hours a day and is located in the Upper Lobby.

Fairmont Business Centre Services & Features

- Complimentary airline boarding pass printing
- A workstation
- High-speed internet access
- Laser printing
- Photocopying
- Fax machine
- Courier and mailing services are available at the Front Desk.

Please note business services are limited to smaller projects. Local business centers and services are offered for a fee if the projects exceed the Fairmont Empress Business Centre capacity.

About the ATA

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 individual membership organization for over 1,700 clinicians and researchers from 43 countries around the world, representing a broad diversity of medical disciplines. It also serves the public, patients and their family through education and awareness efforts.

Celebrating its 94th anniversary, ATA delivers its mission through several key endeavors: the publication of highly regarded monthly journals, *THYROID*, *Clinical Thyroidology*, *VideoEndocrinology* and *Clinical Thyroidology for the Public*; 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. More information about ATA is found at www.thyroid.org.