



SLEEP 2009
23rd ANNUAL MEETING
OF THE ASSOCIATED PROFESSIONAL SLEEP SOCIETIES
MEDIA GUIDELINES

WASHINGTON STATE CONVENTION AND TRADE CENTER
SEATTLE, WASHINGTON
JUNE 8-11, 2009

GENERAL INFORMATION

The Associated Professional Sleep Societies (APSS), a joint venture of the American Academy of Sleep Medicine and the Sleep Research Society, is hosting the SLEEP 2009 23rd Annual Meeting of the Associated Professional Sleep Societies, June 8-11, 2009, at the Washington State Convention and Trade Center. For more information about SLEEP 2009, including the program schedule, a list of invited lecturers, and lodging information, visit www.SleepMeeting.org.

Press

ELIGIBILITY AND REGISTRATION INFORMATION

SLEEP 2009 is open to representatives of print, broadcast, electronic and Internet general interest media and healthcare trade media. Journalists are asked to present media identification or a business card issued by a recognized news organization or publication. Freelance journalists are asked to present a letter of assignment on letterhead from a recognized news organization or publication and a business card.

Journalists working for medical publishing companies must have appropriate press credentials (i.e., proof of an editorial assignment) in order to register. Please note that exhibitors will not be allowed to register as press unless they can provide proof of an editorial assignment.

Members of the media interested in attending SLEEP 2009, contact Kelly Wagner by phone at (708) 492-0930, ext. 9331, or via e-mail at kwagner@aasmnet.org to request registration materials.

Members of the media may also register for the meeting on-site.

Journalists who are pre-registered and journalists who plan to register on-site should proceed to the press room in the Washington State Convention and Trade Center to receive their badge, the final program and other materials.

CONDITIONS

For access during the meeting, registered journalists must wear a press badge when attending sessions and/or when covering sponsored events.

Camera crews recording in meeting areas other than the press room must be accompanied at all times by a press room staff member. Exhibits can only be videotaped with the consent of the exhibitor.

INTERVIEWS

Reporters are encouraged to use the press room for one-on-one interviews with meeting attendees. If you would like assistance scheduling an interview with an expert, contact Kelly Wagner by phone at (708) 492-0930, ext. 9331, or via e-mail at kwagner@aasmnet.org.

EMBARGO POLICY

In some cases, a scientist presenting data that are soon to be published by a scientific journal may be unable to provide additional information to the news media because of pre-publication constraints imposed by the journal. In these instances, press room staff members can provide assistance in identifying and arranging interviews with independent experts who are able to provide comment on the subject.

APSS reserves the right to bar from this and future meetings any journalist who deliberately promotes the viewpoint of one company or institution, or who attempts to solicit manuscripts, advertising, or subscriptions from registrants or exhibitors.

Other Attendees

ELIGIBILITY AND REGISTRATION INFORMATION

Representatives of marketing, advertising, public relations and medical education companies or companies producing print or electronic materials for these purposes are not permitted to register as press and are not permitted in the press room. Advertising sales representatives, marketing professionals, publishers and others must register through the meeting department and pay the required registration fee regardless of affiliation with a journalism organization.

MATERIALS

An area in the press room will be designated for non-APSS news releases (e.g., those provided by institutions, exhibitors, or industry).

Only press materials – not promotional materials – will be allowed in the press room. These press materials must specifically pertain to scientific research presented at SLEEP 2009.

These press materials will be reviewed by press room staff to ensure they include the required information; these materials must be sent to Kelly Wagner via e-mail at kwagner@aasmnet.org by May 29, 2009. These materials will not be endorsed by the APSS and will be so designated. Correct usage of "APSS" abbreviation or full name, Associated Professional Sleep Societies, and the meeting, SLEEP 2009 23rd Annual Meeting of the Associated Professional Sleep Societies, is required in all non-APSS issued press releases.

Press releases about data released during the meeting should state that the data was presented during the SLEEP 2009 23rd Annual Meeting of the Associated Professional Sleep Societies.

All news releases regarding presentations made at SLEEP 2009 must indicate that they are embargoed for release at the time the data are presented at the meeting.

OTHER INFORMATION

APSS does not make press registration lists available.

Media events or news briefings other than those organized by APSS are not permitted during the course of SLEEP 2009.

APSS reserves the right to bar or eject any guests of press briefing participants who engage in promotional discussions during the briefings that are outside the spirit of scientific exchange.

CONTACT US

For information prior to and after SLEEP 2009, contact:

Kelly Wagner

Public Relations Coordinator

American Academy of Sleep Medicine

Telephone: (708) 492-0930, ext. 9331

Fax: (708) 492-0943

E-mail: kwagner@aasmnet.org