

Guidelines for Reporters Covering the Society of Interventional Radiology's 2010 Annual Scientific Meeting

General Information

The 35th Annual Scientific Meeting will be held March 13–18 (Saturday–Thursday) at the Tampa Convention Center. This meeting is a recognized forum for peer-reviewed presentations of new research by interventional radiologists and allied scientists from around the world. It provides a host of news opportunities ranging from scientific presentations and news conferences to hands-on workshops and technical exhibits. Registered members of the press are welcome to attend all scientific programs.

Press Room Location/Hours

Room location and phone number will be available soon. Tentative schedule:

Saturday, March 13: 8 a.m.–5 p.m.

Sunday, March 14: 8 a.m.–5 p.m.

Monday, March 15: 8 a.m.–5 p.m.

Tuesday, March 16: 8 a.m.–5 p.m.

Wednesday, March 17: 8 a.m.–5 p.m.

Thursday, March 18: 8–10 a.m.

Press Badges

A registration badge is required for media to gain admittance to the SIR meeting. Press badges may be obtained in the Press Room where media will sign in and receive meeting materials. *Please pick up press badges in the Press Room, not at the main registration center.*

Media Eligibility

Press badges are available only to *working press* who can show evidence that their attendance results in coverage of the SIR meeting in the print, broadcast or online media. SIR does not issue press badges to publishers; a publication's advertising, marketing, public relations or sales representatives; editors/reporters from exhibitor house organs; or other individuals who are not actually reporting on the meeting.

To obtain a press badge, identification is required certifying that you are a working member of the print, broadcast or online media and/or a publication with an editorial byline. SIR has the right to inspect the credentials of anyone registering in the Press Room.

Services

SIR's press facilities include free WiFi access, a work area, fax machine, phones, press conference room (also available for interviews) and food service (breakfast and lunch). As a convenience for journalists, press releases and other information from exhibitors will be displayed in a special area of the press office.

Messages

The press room staff will be happy to take messages for reporters covering the meeting.

Press Conferences/Interview Opportunities

Speakers whose presentations are featured in news releases may participate in press conferences. Interviews are available in the Press Room. To arrange additional time with presenters, ask the Press Room staff during the meeting or call Maryann Verrillo at (703) 460-5572.

Press conferences will be held during the Annual Scientific Meeting. Details will be available soon.

Attribution

The official release time for materials presented during convention center press conferences or media briefings is the date and time listed on each release or the date and time of the press conference. All embargoed information will be honored.

Unless otherwise stated, the opinions and information presented in any media briefing, educational session, interview or conversation are strictly those of the individual and do not represent the opinions of SIR.

Audio/Visual Reproduction and Photography

Videotaping or photography requiring flash devices, special lighting and/or bulky equipment is prohibited while sessions are in progress. Non-flash photography and audio taping, if done in an unobtrusive manner, is acceptable when permission is obtained in advance from the speaker(s) and the SIR Press Room staff. Audio recording must be for story use only (i.e., gathering information.) **Please note:** All camera crews must be accompanied by a member of the Press Room staff and must provide their own energy source.

Eligibility Violations

Any individual with a press badge who violates SIR's press badge criteria will immediately forfeit their press credentials. Specifically, members of the press are considered to be within violation of SIR's policy if they (1) sell, market or represent a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor; (2) secure a press badge for the express purpose of marketing a product of service displayed on the convention center exhibit floor; or (3) are found to have misrepresented themselves (i.e., name or editorial title) on checking in to secure press credentials to cover the meeting.