

## **ASTCT Media Partnership Agreement**

Media badges are required to attend the in-person ASTCT® educational sessions and workshops.

The ASTCT requests that the media not pose questions to presenters during the sessions. Members of the media are observers of and not participants in all educational sessions.

Eligible media partners are prohibited from developing CME content, or its international equivalent, based on information presented during ASTCT events or educational offerings.

### **General Policies:**

- Members of the media are encouraged to attend ASTCT events; however, they are prohibited from attending ASTCT operational meetings, which include board of directors, committee, task force and any special meetings/forums of ASTCT's membership, without express permission of ASTCT's leadership.
- The ASTCT may restrict attendance at any session or event for patient confidentiality or any other reason. In such cases, registered media will be notified in advance. An attempt may be made to provide news or information from that session in an alternate manner, pending cooperation of faculty involved.
- Members of the media who attend an ASTCT event or educational offering must commit to publishing articles related to the meeting upon attending. ASTCT reserves the right to request proof of published coverage.
- The correct citation of ASTCT is, American Society for Transplantation and Cellular Therapy® (ASTCT®)

### **Virtual Events:**

- For virtual events, members of the media will be required to schedule interviews with ASTCT leadership in advance.
  - To do so, please contact [Jennifer Kasowicz](#), Director of Marketing at ASTCT, at (312) 673-4970.

### **Recordings:**

Audio recording is for personal use only (i.e., for gathering information and NOT for rebroadcast or reproduction). If recording for quotation, we encourage obtaining the speaker's permission in advance.

Registered media partners should refrain from:

- Videotaping/streaming in the scientific sessions or workshops, the technical exhibit hall or the poster exhibit area without consent of ASTCT leadership, this extends to virtual conferences.

- Photographing scientific material in the technical exhibit hall, the poster exhibit area, and the scientific sessions, except for accuracy of reporting. Registered media and all other attendees may share occasional photos of isolated slides on social media with proper attribution to the author.

### **Copyright Information:**

The ASTCT does not offer public events. Programs presented at events are for the education of attendees. Any unauthorized reproduction of program content, which includes, but is not limited to, oral presentations, audio-visual materials used by speakers and program papers, outlines, handouts, and poster abstracts, without the written consent of ASTCT leadership is prohibited and will be grounds for termination of media credentials, and prosecution for infringement of applicable copyright law. Handout materials are prepared and submitted for distribution by the presenters who are solely responsible for their content. Under no circumstances may the information presented at these meetings be republished in print, broadcast or electronic media in its full original format.

The views expressed and the techniques presented by the speakers at educational sessions are not necessarily shared or endorsed by ASTCT. Speakers are required to disclose all relevant personal/professional relationships and any not yet approved or “off label” uses of medical devices or pharmaceutical agents that they discuss, describe or demonstrate during their presentations.

### **Exhibitor Media Relations:**

Exhibitors may distribute press releases or press kits to the media at their booths. ASTCT does not provide such products or services.

### **Ineligible Media Registrants:**

The ASTCT does not issue media badges to:

- Publishers or a publication’s advertising, marketing, public relations or sales representatives, industry/exhibitor media officers and their public relations consultants
- Financial or business analysts
- Educational program developers or writers who intend to use content for Continuing Medical Education (CME) materials (or its international equivalent)
- Trade media management personnel
- Individuals who are not actually reporting on the meeting

ASTCR recognizes that certain entities serve as both editorial content publishers and Continuing Medical Education (CME) (or its international equivalent) providers. For purposes of this agreement, those entities may produce content based on the event, but may not reproduce or develop CME in any way based on event programming. Media who repurpose or have repurposed meeting content into a stand-alone medium (e.g., print, broadcast or electronic) for CME credit either for revenue or without charge, are ineligible to receive media credentials. (See the Copyright Information section above).

In addition, media who produce or have produced a stand-alone medium (e.g., print, broadcast or electronic) that uses the ASTCT or event names or logos to imply endorsement are ineligible to receive media credentials.

Members of the media who have registered as media may not register as exhibitors, and those registered as exhibitors may not register as media partners.

Freelancers must produce a letter of assignment from their employing media outlet or must present credentials indicating membership in a recognized professional communications association along with appropriate identification.

### **Unauthorized Media Activities:**

Any individual with a media badge who violates ASTCT's media guidelines will immediately forfeit media credentials and may be barred from future meetings. Specifically, members of the media are considered to be in violation of policies if:

- They sell, market or represent a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor
- They secure a media badge for the express purpose of marketing a product or service displayed on the exhibit floor
- They secure a media badge for the express purpose of developing CME materials, or its international equivalent, from the scientific sessions or poster exhibits
- They are found to have misrepresented themselves or their media organization in order to obtain media s credentials to cover the meeting

### **Interpretation & Application of Media Guidelines:**

All matters and questions not specifically covered by these media guidelines are subject to the decisions of the ASTCT staff or leadership. ASTCT reserves the right to amend or supplement these guidelines as necessary and will provide notice of such changes to registered media. Should staff have reason to suspect that media guidelines are being violated, staff reserves the right to eject and ban any member of the media for violation of the guidelines.

### **Media Credentials:**

To request a media pass in advance of the event, contact [Jennifer Kasowicz](#), Director of Marketing at ASTCT, at (312) 673- 4970.