

GUIDELINES FOR MEDIA REPRESENTATIVES

As the world's largest event on obesity research, treatment and prevention, ObesityWeekSM 2014 provides editors, reporters, and industry writers with access to exciting new research, emerging treatment options, public policy discussions and access to some of the top scientific, surgical, and policy experts in the field. For the second annual event, the co-location of The Obesity Society (TOS) and the American Society for Metabolic and Bariatric Surgery (ASMBS) Annual Meetings – ObesityWeek 2014 – is expected to attract more than 5,000 international scientists, clinicians, surgeons and policymakers, as well as many others with an interest in obesity science, prevention and treatment.

Information regarding media registrants is proprietary. ObesityWeek, including TOS and ASMBS, will not give, rent, or sell current, past, or onsite media registration lists.

Eligibility

ObesityWeek is pleased to offer complimentary media credentials to journalists employed by accredited news organizations attending the meeting for the purpose of editorial coverage. To register for the meeting, please contact Mollie Turner (TOS) at mturner@obesity.org, or Roger Kissin (ASMBS) at rkissin@compartersny.com for details. Once you have registered through the meeting registration site, you will also be asked to provide at least one of the following:

- Links/files of at least three (3) bylined news stories on related topics written within the past year
- A letter of assignment on the letterhead of the news organization being represented
- Media identification (such as an international press pass)
- A business card issued by a recognized news organization

ObesityWeek does NOT provide complimentary access to its Media Room to any media or organizations that gather information from the ASMBS and TOS Sessions and Exhibit Hall for use in the development of continuing medical education materials or programs. ObesityWeek does NOT provide complimentary access to its Media Room to any media or organizations that attend on behalf of for-profit organizations (for example, a freelance reporter/writer hired by a pharmaceutical company, a writer for a media outlet that is developed or supported exclusively by a for-profit company, a writer representing the interests of an advertiser, etc.). Companies or organizations producing publications, videos, and/or other electronic media intended for marketing, advertising, financial analysis, or public relations purposes may NOT register as media. Financial analysts and public relations personnel may not register as media.

Onsite Guidelines & Photography

ObesityWeek is pleased to provide registered media with a staffed Media Room. Registered media are required to wear the conference badges at all times while on site at the ObesityWeek. Media credentials are required for entry to the Media Room.

Photography is restricted during installation, show days and dismantling. No attendee and media cameras of any kind will be allowed in TOS's poster area of the exhibit floor during these times. In addition, photography is not allowed during any of TOS's meeting sessions.

For photography in the exhibit hall, exhibitors have control over their rented space and may prevent those considered their competitors from gaining access to, photographing, videotaping, or otherwise mechanically recording their exhibits or presentations.

Where can you take photos and videos? Photography/videography is allowed in the hallways of the Convention Center, in the non-poster areas of the Exhibit Hall (with exhibitor approval), and at all of the social events! Please respect any requests from exhibitors, or other meeting attendees, if they request that you NOT photograph/videotape them.

Interviews with speakers must be filmed outside the media room.

Embargo Policy

There is a strict embargo on the science being presented at ObesityWeek (this applies to all information included in the abstract book). All abstracts selected for oral presentations are embargoed until 7:00am ET on the date of presentation. All abstracts selected for poster presentation are embargoed until the poster area opens on Monday, Nov. 3 at 9:00am ET. Please see more details in the [embargo policy](#), and exceptions to the policy.

Corporate/Institutional Media Materials

For the convenience of registered media, companies and institutions are invited to bring media materials to be displayed in the Media Room after review by the ObesityWeek media relations staff. Press materials must be dropped off for review on site at ObesityWeek. Press materials cannot be reviewed prior to the meeting.

Information contained within the press materials must specifically pertain to research being presented at the conference. To meet the criteria for display as research in the Media Room, all media materials MUST:

- Be clearly labeled with the abstract number(s) of the research being highlighted.
- Prominently display the proper embargo time of the abstract(s) highlighted.
- Include a citation that properly accredits ObesityWeek, as well as TOS and ASMBS. An example of recommended text: "This information was presented at ObesityWeek 2014, the inaugural scientific event by The Obesity Society and the American Society for Metabolic and Bariatric Surgery." Use of the ObesityWeek logo without explicit written permission is prohibited.

Institutional or corporate materials, as well as any materials of a promotional nature, will not be included as part of the meeting research display, and will be placed on a separate table. Examples of these materials include:

- Press releases on non-research activities at ObesityWeek
- Branded folders
- Corporate backgrounders or press kits
- Press releases on the availability of experts, or lists of experts
- Product backgrounders, such as a fact sheet on a particular drug

Any materials that are not relevant to the media, or the meeting, could be declined at the discretion of the ObesityWeek media relations staff.

The media room will be open during the following times:

- Sun, Nov. 2: Closed
- Mon, Nov. 3: 11:00 a.m. – 5:00 p.m.
- Tues, Nov. 4: 8:00 a.m. – 5:00 p.m.
- Wed, Nov. 5: 8:00 a.m. – 5:00 p.m.
- Thurs, Nov. 6: 8:00 a.m. – 5:00 p.m.
- Fri, Nov. 7: 8:00 a.m. – 10:00 a.m.

Violation of Policies

ObesityWeek reserves the right to bar, from this and future Annual Scientific 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.

Contacts

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