



**SLEEP 2012
26th ANNUAL MEETING
OF THE ASSOCIATED PROFESSIONAL SLEEP SOCIETIES MEDIA GUIDELINES**

**JOHN B. HYNES VETERANS MEMORIAL CONVENTION CENTER
BOSTON, MASSACHUSETTS
JUNE 9-13, 2012**

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 2012 26th Annual Meeting of the Associated Professional Sleep Societies, June 9-13, 2012, at the John B. Hynes Veterans Memorial Convention Center in Boston. For more information about SLEEP 2012, including the program schedule, a list of invited lecturers, and lodging information, visit www.SleepMeeting.org.

Press

ELIGIBILITY AND REGISTRATION INFORMATION

Media representatives must register with the APSS public relations office before receiving a press pass at the meeting.

Members of the news media are defined as a reporter, writer, editor, photographer, producer or other approved title for a major outlet that falls in one of these categories: newspaper, online publication, radio station, television station or network, magazine and news syndicate service.

Representatives of notable online media outlets are permitted to attend. However, the APSS does not furnish press credentials to individuals representing newsletters, forums or Listservs.

Freelance writers seeking meeting credentials must submit a letter of assignment or letter of intent from the outlet being represented.

CONDITIONS

Press registration entitles you to be present at opening ceremonies and awards presentations, visit the exhibit hall and attend scientific sessions, including symposia, original investigation presentations, lectures and discussion groups.

Press registration does not include access to post-graduate courses, meet-the-professor sessions or other ticketed events.

Camera crews must receive prior written consent from the APSS public relations office and must be escorted at all times by APSS public relations staff while at the meeting.

Press registrants are not permitted to take photographs of slides, posters or presentations at the SLEEP Annual Meeting.

INTERVIEWS

Reporters are encouraged to use the press room for one-on-one interviews with meeting attendees. For assistance scheduling an interview, contact Doug Dusik at (630) 737-9700 or ddusik@aasmnet.org

EMBARGO POLICY

APSS makes its press releases available to the news media in advance. In order to give everyone an equal publishing opportunity, journalists are asked to honor the embargo dates and times listed on the press releases. In general, the embargo for research abstracts lifts on the day the information is presented at the SLEEP Annual Meeting.

In some cases, a scientist presenting data 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. Press room staff members can provide assistance in these instances by identifying and arranging interviews with independent experts for comment.

APSS reserves the right to bar any journalist who attempts to solicit manuscripts, advertising or subscriptions from registrants or exhibitors.

Other Attendees

ELIGIBILITY AND REGISTRATION INFORMATION

Advertising, sales, public relations and marketing representatives may not be registered as press. Any individual with a press pass who sells, markets or represents a company or organization for the purpose of obtaining advertising or subscriptions from a registrant or exhibitor or who violates any other APSS guidelines or regulations will immediately forfeit press credentials.

MATERIALS

SLEEP 2011 25th Anniversary Meeting content may not be used to develop continuing medical education (CME) materials or programs without the expressed written consent of the APSS.

Exhibitors and representative firms may not display or distribute promotional or press materials in APSS-sponsored press rooms.

OTHER INFORMATION

If an author's institution or the funding organization that supported the research wishes to produce a release regarding an abstract, the institutional press officer should contact the APSS public relations office before the release is completed and sent out. Publicity efforts can be greatly strengthened by collaborative efforts. All institutions writing releases about research published at SLEEP 2012 must abide by the APSS embargo dates.

APSS does not make press registration lists available.

Media events or news briefings other than those organized by APSS are not permitted on the grounds of the John B. Hynes Veterans Memorial Convention Center.

CONTACT US

For information prior to and after the SLEEP Annual Meeting, contact:

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