**Media Guidelines**

**Virtual SLEEP 2021**

**35th ANNUAL MEETING OF THE ASSOCIATED PROFESSIONAL SLEEP SOCIETIES LLC**

[www.sleepmeeting.org](http://www.sleepmeeting.org)

**MEDIA ACCESS:** Thursday, June 10, 2021 – Tuesday, November 30, 2021

*All times listed are in Eastern Daylight Time (EDT)*

**GENERAL INFORMATION**

Virtual SLEEP 2021, the 35th annual meeting of the Associated Professional Sleep Societies LLC (APSS), is June 10-13, 2021 in an exciting online-only format. The meeting has livestreamed content as well as on-demand recorded sessions to view even after the conference ends. The APSS is a joint venture of the American Academy of Sleep Medicine and the Sleep Research Society. For more information about SLEEP 2021, visit [www.sleepmeeting.org](http://www.sleepmeeting.org).

**EXHIBIT HALL HOURS**

The Virtual SLEEP 2021 exhibit hall will be open starting June 11. Attendees can access the exhibit hall through November 30, 2021.

**POSTER RECEPTION AND PRESENTATIONS**

e-Posters at SLEEP are available 24-hours a day from June 11 – Nov. 30. Opportunities to network with poster presenters will be offered each evening of the conference.

**PLENARY SESSION & KEYNOTE ADDRESS**

The Virtual SLEEP 2021 plenary session will be Thursday, June 10, from 8 p.m. – 10 p.m. EDT and will feature award presentations and a keynote address:

Keynote Address: “In Search of Brain Mechanisms of Insomnia”

*Eus JW Van Someren, PhD; Professor of Neuroscience, Netherlands Institute for Neuroscience*

**ELIGIBILITY AND REGISTRATION**

Media representatives must register with the APSS public relations office before receiving press registration.

Members of the news media are defined as a reporter, writer, editor, photographer, producer or other approved title for an outlet that falls in one of these categories: newspaper, magazine, radio station, television station or network, news syndicate service, or online publication. Freelance writers seeking meeting credentials must submit a letter of assignment or letter of intent from the outlet being represented. Representatives of podcasts or online media outlets are permitted to attend on a case-by-case basis. However, the APSS does not furnish press credentials to individuals representing industry websites, for-profit companies, newsletters, discussion forums or group email lists.

The APSS reserves the right to request clips of past coverage prior to approval of press registration. It is the responsibility of the applicant to make these clips available upon request when registering.

Advertising, sales, public relations and marketing representatives are ineligible for press registration. 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.

**ACCESS**

Press registration entitles you to attend the plenary session and awards presentations as well as the livestreamed and on-demand general session, which includes invited lectures, symposia, discussion groups, clinical workshops, oral presentations and poster presentations. Press registration also gives you access to the Virtual SLEEP 2021 exhibit hall.

Press registration does **not** include access to postgraduate courses.

Press registrants are **not** permitted to take photographs or screenshots of presentation slides during Virtual SLEEP 2021 sessions. At their own discretion, presenters may provide press registrants with a copy of their presentation. Permission should be secured from poster presenters before taking a photograph or screenshot of a poster. Contact the APSS public relations staff for additional assistance.

**INDUSTRY SUPPORTED EVENTS**

Industry Supported Events are pre-recorded (up to 45 minutes) educational events coordinated by exhibitors, who may utilize third-party organizers to facilitate an event. They are often supported by industry grants. While held in conjunction with Virtual SLEEP 2021, these events are **not** part of the scientific program that is coordinated by the APSS Program Committee. Industry Supported Events are pre-recorded and are available for attendees to view during scheduled lunchtimes and other times attendees are not participating in the daily scientific program. To request media access to an event, contact the sponsor directly.

**PRODUCT DEMOS**

Product Demos are pre-recorded (up to 15 minutes) educational events coordinated by exhibitors, who may utilize third-party medical education organizers to facilitate the event. While held in conjunction with Virtual SLEEP 2021, these events are **not** part of the scientific program that is coordinated by the APSS Program Committee. Product Demos are pre-recorded and available for attendees to view during scheduled lunchtime slots during the daily scientific program. To request media access to an event, contact the sponsor directly.

**PRESS RELEASES**

Official press releases highlighting research presented at the meeting are available in the Virtual SLEEP 2021 Press Room.

**EMBARGO POLICY**

Most research abstracts that will be presented at the meeting are published in a supplement of the journal *Sleep*. You can [download the supplement as a PDF](https://www.sleepmeeting.org/wp-content/uploads/2020/06/34th_Annual_Meeting_of_the_Associated_Professional_Sleep_Societies_Abstract_Book_-_2020.pdf) or [browse the abstracts](https://academic.oup.com/sleep/issue/43/Supplement_1) on the journal website. These abstracts are available for immediate media coverage. Sample text to use in stories:

*The research abstract was published recently in an online supplement of the journal Sleep. The findings also will be presented in June at Virtual SLEEP 2021, the 35th annual meeting of the Associated Professional Sleep Societies LLC*.

A number of “late-breaking” abstracts also will be available during the meeting.

In general, all other Virtual SLEEP 2021 presentations or scientific sessions are under embargo until the scheduled date of the presentation. Journalists are asked to honor the embargo date and time listed on press releases made available to the media in advance.

Press room staff members can provide assistance for reporters who are interested in arranging an interview with a presenter or an independent expert for comment. 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.

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

Virtual SLEEP 2021 content may not be used to develop continuing medical education (CME) materials or programs without the expressed written consent of the APSS.

**PRESS LISTS**

APSS does not provide a list of press registrants to exhibitors or any other inquiring party.

**CONTACT US**

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