



July 21, 2010

TO: Media

FROM: AAP Department of Communications

RE: PRESS ROOM ARRANGEMENTS  
AAP National Conference and Exhibition  
October 2-5, 2010

141 Northwest Point Blvd  
Elk Grove Village, IL 60007-1098  
Phone: 847/434-4000  
Fax: 847/434-8000  
E-mail: kidsdocs@aap.org  
www.aap.org

#### Executive Committee

##### President

Judith S. Palfrey, MD, FAAP

##### President-Elect

O. Marion Burton, MD, FAAP

##### Immediate Past President

David T. Tayloe, Jr, MD, FAAP

##### Executive Director/CEO

Errol R. Alden, MD, FAAP

#### Board of Directors

##### District I

Edward N. Bailey, MD, FAAP  
Salem, MA

##### District II

Henry A. Schaeffer, MD, FAAP  
Brooklyn, NY

##### District III

Sandra Gibson Hassink, MD, FAAP  
Wilmington, DE

##### District IV

Francis E. Rushton, Jr, MD, FAAP  
Beaufort, SC

##### District V

Marilyn J. Bull MD, FAAP  
Indianapolis, IN

##### District VI

Michael V. Severson, MD, FAAP  
Brainerd, MN

##### District VII

Kenneth E. Matthews, MD, FAAP  
College Station, TX

##### District VIII

Mary P. Brown, MD, FAAP  
Bend, OR

##### District IX

Myles B. Abbott, MD, FAAP  
Berkeley, CA

##### District X

John S. Curran, MD, FAAP  
Tampa, FL

Over 10,000 pediatricians and other health care professionals are expected to attend the American Academy of Pediatrics (AAP) 2010 National Conference and Exhibition (NCE) at the Moscone Center in San Francisco, Calif.

#### ADMISSION

All media personnel are required to register at the AAP's Press Room on-site before being admitted to meeting sessions. If you have registered in advance, you are still required to visit the Press Room to pick up your press badge. Press badges allow admission to all news briefings, plenary sessions and seminars and must be worn at all times. Video crews and photographers must be accompanied at all times by an AAP Press Room staff member when shooting inside the convention center or at one of the affiliate hotels.

#### PRESS ROOM

Located in room 224/226, the Press Room includes interview space, modem lines, printers, telephone and fax services for media representatives. Two computers will be available for limited use.

The Press Room hours (PT) are:

|                       |                   |
|-----------------------|-------------------|
| Friday, Oct. 1 .....  | Noon – 5:00 pm    |
| Saturday, Oct. 2..... | 7:45 am – 5:00 pm |
| Sunday, Oct. 3.....   | 7:45 am – 5:00 pm |
| Monday, Oct. 4.....   | 7:45 am – 5:00 pm |
| Tuesday, Oct. 5 ..... | 7:45 am – Noon    |

*Copies of the conference program will be available in the Press Room or by calling the AAP Department of Communications (see phone numbers below). You can also access the meeting program and all relevant meeting information through the AAP interactive meeting Web site at <http://www.aapexperience.org/>*

#### CREDENTIALS

Registration fees for working press are waived. Department of Communications staff consider working press to be editorial staff of newspapers or magazines, medical or health care publications and broadcast or Web-based media. To receive a press badge, media representatives must provide identification such as a business card, letter of assignment and published samples of bylined work, preferably stories relating to pediatric health. All freelance journalists must provide a letter of assignment on company letterhead from an editor of a recognized news organization certifying you are covering NCE for the organization. Press badges are available only to working journalists who can show evidence that their attendance will result in coverage of the NCE.

#### MEDIA SERVICES

AAP Department of Communications staff can assist reporters by providing background information on child health issues and helping to set up interviews with meeting speakers or AAP officers and spokespersons.

**NEWS BRIEFINGS**

News briefings will be held throughout the meeting. Please refer to the news briefing schedule for further information.

**TELEPHONE NUMBERS**

To reach a member of the Department of Communications staff before and after the meeting, please call the AAP central office at 847/434-7877 between the hours of 8 am and 4:30 pm (CT).

**HOUSING**

Members of the Press are allowed to book hotel reservations under the AAP Housing Block through Convention Management Resources. Contact 800/468-6322 Monday through Friday, 9:00 AM – 9:00 PM Eastern time.





# Press Room Guidelines

---

Thank you for your interest in covering pediatric topics offered at the national meeting of the American Academy of Pediatrics (AAP). The National Conference and Exhibition (NCE) is a private meeting of the AAP. The granting of media credentials for the meeting is at the sole discretion of the AAP Department of Communications.

Please note the following AAP Press Room guidelines and media credentialing policies for the NCE

## Press Badges

Only individuals who are working for and representing a recognized news organization may register as press. To receive a press badge, working journalists must provide identification such as a business card, letter of assignment and published samples of bylined work, preferably stories relating to pediatric health. All freelance journalists must provide a letter of assignment on company letterhead from an editor of a recognized news organization certifying you are covering NCE for the organization. Press badges are available only to working journalists who can show evidence that their attendance will result in coverage of the NCE.

Based on space requirements, the AAP Department of Communications reserves the right to limit the number of press badges issued to a single media organization. The AAP does not issue press badges to: publishers or a publication's advertising, marketing, public relations or sales representatives; publishers, editors or reporters from manufacturers' house organs or promotional publications; public relations staff of exhibitors or educational institutions; writers creating analyses or reports sold as a commodity to customers; educational program developers (including Continuing Medical Education writers and editors and those writing for its international equivalent); or other individuals or their representatives who are not actually reporting on the meeting. Any Press Room badge holder who sells, markets or represents a company or organization for the purpose of obtaining advertising or subscriptions from any meeting registrant or exhibitor immediately forfeits press credentials.

A press badge allows media to attend all NCE news briefings, plenary sessions and seminars. It must be worn at all times and obtained before attending news briefings, plenary sessions and seminars. A press badge is not to be shared.

Registration fees for working press are waived. Communications staff considers working press to be editorial staff of newspapers or magazines, medical or health care publications and broadcast or Web-based media.

Media may attend ticketed events depending on space. Ticket-holders have priority for seating. Ticketed events, meeting presentations, seminars and plenary sessions are part of the meeting and offered for the benefit of AAP members. The AAP requests that media not pose questions to presenters during these events. Instead, interviews with presenters can be arranged through the NCE Press Room during NCE, or through the AAP Department of Communications prior to NCE. Journalists wishing to videotape or photograph presentations must follow the guidelines below.

## Photography and Video

Media must register first in the AAP Press Room. Television crews, documentary film crews, video crews and photographers covering the meeting are required to check in immediately at the Press Room each day, and must be accompanied at all times by an AAP Press Room staff member when shooting inside the convention center or at one of the affiliate hotels. Shooting schedules and on-camera interview requests must be provided in writing in advance to ensure Press Room staff availability. As a courtesy to presenters, television and video crews, photographers, and radio reporters must obtain permission from the speaker and moderator *before* recording or filming an interview. Press Room staff will assist in obtaining permission to the extent possible. Media may not photograph or videotape an exhibit booth without the permission of the exhibitor and the AAP. This includes use of camera phones, personal digital cameras and other handheld devices.

### **Press Materials and Press Room**

An electronic press kit is posted to the NCE Web site, as well as to the AAP Web site approximately one week in advance of the meeting. Information includes highlights of the meeting and presentations, including the news briefing schedule.

All materials distributed in the AAP Press Room during AAP meetings must relate to the educational content of AAP sessions, and the material must be reviewed and approved by the AAP. Exhibitors who wish to distribute materials, such as press releases or press kits, for the media may do so at their booths, not in the Press Room. Exhibitors are not AAP spokespersons and should not be identified as such in an interview.

Use of the Press Room is limited to those who are registered as media and to those AAP meeting participants who are invited by a reporter for an interview or are scheduled to participate in a press briefing. Telephones are available in the Press Room for registered journalists. The AAP requests that long distance telephone calls be billed on a credit card or billed to the caller's own phone. Connections to the Internet are available for registered journalists.

### **Scientific Papers**

In order to help maintain their eligibility for peer-reviewed journal publication, some researchers may not want to make themselves available for media interviews. Journalists who want to use slides, graphs and other visuals to illustrate coverage must have the presenter's permission. Press Room staff will assist in obtaining permission to the extent possible.

The AAP appreciates your interest in child health issues. We hope that you have an instructive and enjoyable time at our meeting and encourage you to join us at future meetings. Please let us know if we can help you in any way. If you are not already on our email list, please register at <http://www.aap.org/pressroom/>. You will receive weekly emails highlighting newsworthy studies in *Pediatrics*, as well as other AAP news releases.

AAP Communications  
Phone: (847) 434-7877  
Fax: (847) 228-5011

**2010 National Conference and Exhibition**  
***October 2-5, 2010***  
**AAP Press Registration Information**

- Please register me for the AAP National Conference and Exhibition\*
- Please notify me when the "virtual" press kit is available (to receive the kit, please include your e-mail address below)

Name \_\_\_\_\_ Title \_\_\_\_\_

Media Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

E-mail \_\_\_\_\_

\*Registration fees for the press are waived. Registrants please bring press credentials (e.g. business card, letter of assignment and published samples of editorial/news work) on site to obtain press badge. ***The fee for other communications professionals will be \$695 in advance, \$845 onsite. (Credit cards only, please). Please indicate method of payment.***

**METHOD OF PAYMENT FOR COMMUNICATIONS PROFESSIONALS:**

- VISA**
- MasterCard**

**Card Number:** \_\_\_\_\_

**Expiration Date:**   **Month** \_\_\_\_\_ **Year** \_\_\_\_\_

**Name as it appears on card:** \_\_\_\_\_

Badges will be available in the press room beginning the afternoon of Friday, October 1, in the Press Room (224/226) at the Moscone Center in San Francisco.

Please complete this form and mail or fax to:  
AAP Communications  
141 Northwest Point Boulevard  
Elk Grove Village, IL 60007-1098  
Phone: (847) 434-7877  
Fax: (847) 228-5011