



Guidelines for News Media Covering SNM's 54th Annual Meeting

General Information

SNM is holding its 54th Annual Meeting June 2–6 at the Washington, D.C., Convention Center. SNM is an international scientific and professional organization of more than 16,000 physicians, technologists, physicists, chemists and radiopharmacists dedicated to promoting the science, technology and practical applications of molecular imaging and therapy and nuclear medicine. Each year, SNM hosts a meeting that draws thousands of molecular/nuclear imaging professionals from around the world. The meeting features more than 1,600 scientific papers and posters submitted by scientists, physicians and technologists in the molecular and nuclear imaging fields. In addition, more than 170 manufacturers attend the meeting to showcase and demonstrate the most technologically advanced molecular/nuclear imaging equipment. The annual meeting provides numerous news opportunities ranging from scientific and health care summary presentations and a press conference to poster sessions and technical exhibits.

Media Eligibility

SNM press credentials are available to full-time editorial staff reporters employed by a trade publication, mainstream media outlet (newspaper, radio, TV, etc.) or online publication.

Freelance writers or contributing editors may request press credentials if they are covering the event for a specific publication. Freelance writers must produce a letter of assignment. Business cards will not be accepted in place of a letter of assignment.

Representatives of organizations producing publications, audio- or videotapes or other electronic media intended for marketing, advertising or public relations purposes will not be granted media registration. Representatives from these types of organizations must register as paid attendees.

Working press may not also register as exhibitors.

Conditions

Media registration provides access to all open SNM sessions, press briefings and the exhibit hall during the Annual Meeting. Reporters may attend the categorical seminars held on Saturday, June 2, unless a session is sold out and space is unavailable.

An SNM staff member will escort camera crews filming in areas of the meeting site other than in the press office facilities (such as in the exhibit hall).

Advance Registration

Members of the media interested in attending should contact Maryann Verrillo by phone at (703) 708-9000, ext. 1211, or by e-mail at mverrillo@snm.org to request registration materials. Advance media registration and housing information can be found online at <http://www.snm.org/am>.

On-Site Media Registration

Media representatives must register in SNM's press office. Television, video crews and still photographers covering the meeting are required to check in immediately at the press office each day and must be accompanied by a press office representative when shooting inside the Washington Convention Center. Shooting schedules should be provided in advance to ensure press office staff availability.

Press Office Location

SNM's press facilities include a work area, news conference room (also available for interviews), and Internet and food service.

Press Office Hours

Tentative hours:

Saturday, June 2: 8 a.m.–noon

Sunday, June 3: 8 a.m.–5:30 p.m.

Monday, June 4: 8 a.m.–5:30 p.m.

Tuesday, June 5: 8 a.m.–5:30 p.m.

Press Conference

Reporters are invited to attend SNM's scientific press conference, and one-on-one interviews can be arranged with press conference participants. Arrangements can be made by calling Maryann Verrillo at (703) 708-9000, ext. 1211, in advance of the meeting or in the press office during the meeting.

A mult or press feed box will be available in the press conference room. Camera crews are welcome to use lighting equipment during the press conference but must provide their own power sources.

Exhibitor Media Information

Press conferences and media events (including book signings) by exhibitors on the exhibit floor are prohibited. No press conferences may be scheduled at hotels or other locations away from the Annual Meeting site. All press conferences and media events related to an exhibitor's participation at the SNM Annual Meeting must be coordinated with the SNM press office staff.

SNM makes the press conference facility available to technical exhibitors as a courtesy and schedules exhibitor

press conferences. A schedule will be posted in the SNM press office. In order to allow for adequate time to make arrangements for press events, SNM asks that requests for corporate-sponsored press events be made to Maryann Verrillo, SNM associate director, public relations, no less than two weeks prior to the start of SNM's Annual Meeting.

Press representatives invited to such events are asked to notify SNM press office staff. As a convenience for journalists, press releases and other information from exhibitors will be displayed in a special area of the press office. It is inappropriate to provide any exhibitor with the news material of other exhibitors. Exhibitor representatives are not allowed in the press office unless accompanied by a journalist who intends to conduct an interview.

SNM advises press representatives that it neither reviews for accuracy nor endorses news materials or news conferences sponsored by exhibitors.

Use of Audio Recording Equipment

Media may not affix taping devices to the speaker, lectern, speaker's table, microphone or any other Washington Convention Center power source during the scientific or plenary presentations. A mult box will be available for media use only during SNM's press conference. Audio recordings are to be used for reportorial notes only.

Scientific Papers and Visuals

In order to help maintain their eligibility for peer-reviewed journal publication, scientific papers may not be available to media. Journalists who want to use slides, graphs and other visuals to illustrate coverage must have the presenter's permission. Press office staff will assist in obtaining permission.

Interview Area

SNM's press conference room will be available for media to conduct private interviews. Broadcast media can reserve the room for radio or television interviews through press office staff. The room/studio is not soundproof.

Telephone/Modem Availability

A telephone will be provided in the press office. A credit card or calling card is required for long-distance calls.

Electronic Equipment/Power Source

Media using video cameras, lights, audio recording equipment, computers or any other electronic equipment must provide their own battery-operated power source. Media cannot plug into the Washington Convention Center power system.

Video/Photo Regulations

Television and video crews and still photographers must be accompanied by a press office representative when shooting in the Washington Convention Center. Shooting schedules should be faxed to Maryann Verrillo at (703) 708-9018 prior to the meeting, if possible, to ensure press office staff availability.

Scientific Presentations/Plenary Sessions

As a courtesy to presenters, television and video crews and photographers must obtain permission of the speaker and moderator before shooting presentations. Television and video crews may not use artificial lights during presentations. Lights may be used only before the session begins or after it concludes. Flash photography is not allowed during scientific presentations or plenary sessions.

Poster Hall

Crews and photographers are asked not to interrupt physicians, technologists and others who are studying posters. Physicians can be interviewed in the lounge areas or as they leave the poster hall area. Photography of the poster hall area must be scheduled through the press office.

Exhibit Hall

Exhibits cannot be videotaped or photographed without the express advance consent of the exhibitor. Crews must be accompanied by a press office staff representative and must not enter or walk through the exhibit area with cameras rolling.

Contact
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