



## 2010 Media Registration

The North American Spine Society (NASS) welcomes journalists to its 25<sup>th</sup> Annual Meeting in Orlando, October 5-9, 2010, at the Orange County Convention Center, West Building. This meeting is a unique opportunity for you to explore the latest in spine education, research and innovation.

Each year, NASS brings together leading spine authorities representing a multidisciplinary community of specialists, including: orthopedic surgeons, neurosurgeons, radiologists, physiatrists, pain management, anesthesiologists, psychologists, chiropractors, physician assistants, nurse practitioners, nurses, physical therapists, researchers, administrators, and all other health care professionals invested in the advancement of spine care.

The following media guidelines are designed to help make your experience at NASS' 25<sup>th</sup> Annual Meeting as enjoyable and productive as possible.

### Media registration

Advanced media registration for NASS' 25<sup>th</sup> Annual Meeting & Exhibition is currently open and ends September 24<sup>th</sup>, 2010. *(See below for registration criteria and guidelines.)* On-site registrations are permitted, but are discouraged.

Media who have pre-registered may pick up their press credentials at the Press window located at NASS Annual Meeting registration, Counter #3 in the Orange County Convention Center West C/Central Lobby at the following times:

- Tuesday, October 5<sup>th</sup> – 1:00 p.m. – 5:00 p.m.
- Wednesday, October 6<sup>th</sup> – 6:30 a.m. – 5:00 p.m.
- Thursday, October 7<sup>th</sup> – 6:30 a.m. – 5:00 p.m.
- Friday, October 8<sup>th</sup> – 7:00 a.m. – 5:00 p.m.

### Press room

The press room will be located in Room W414A of Orlando Convention Center. Press room facilities include a media-only work area. It will be open October 6-8, from 7:00 am – 5:00 pm. Only credentialed media and requested interviewees will be allowed in the room.

### Criteria for receiving media credentials

Complimentary registration for NASS' 25<sup>th</sup> Annual Meeting and access to the press room are reserved for working members of the media, including print, broadcast and online media. Credentialed members of the media may register to attend the conference and are required to provide NASS staff with a copy of their press credentials and letters of assignment.

**Qualified media outlets must be represented by editorial staff, not advertising or marketing staff.**

NASS is unable to issue press badges to:

- publishers, or a publication's advertising, marketing, public relations or sales representatives;
- public relations staff of exhibitors or educational institutions;
- writers creating analyses or reports sold as a commodity to customers;
- family members of credentialed press; or
- press not reporting on the meeting.

**Press badges are available only to working press who can show evidence that their attendance results in coverage of the NASS Annual Meeting in print, broadcast, or recognized Internet media. Two media credentials per media outlet are available to journalists who provide appropriate documentation, either in advance or on site.**

## **Additional guidelines**

- Media must agree that information gathered at the Annual Meeting & Exhibition will not be used in the development of any continuing medical education materials or programs.
- No photography or filming is allowed, under any circumstances, during any of the program sessions, including general sessions, symposia, oral presentations or workshops.
- No filming is permitted on the Exhibit Floor.
- Media may not distribute promotional materials of any kind unless they have a booth on the Exhibit Floor, and distribution may only occur within the exhibit booth.
- Media will not be granted continuing education credit for educational sessions they attend.

***NASS reserves the right to refuse media credentials to any individual at its discretion.***

**Members of the media covering NASS 2010 Annual Meeting are required to sign a copy of these guidelines. Please print legibly the information below. Your signature indicates that you understand and agree to comply with the NASS 2010 guidelines.**

_____		
<b>Print Name</b>		
_____		_____
<b>Signature</b>		<b>Media Outlet</b>
_____	_____	_____
<b>Date</b>	<b>Phone</b>	<b>Email</b>

