Media Guidelines for AMSSM Annual Meeting

The American Medical Society for Sports Medicine welcomes journalists to its 2017 Annual Meeting in San Diego, CA. AMSSM is a multi-disciplinary organization of 3,000 + sports medicine physicians dedicated to education, research, advocacy and the care of athletes of all ages. The majority of AMSSM members are primary care physicians with fellowship training and added qualification in sports medicine who then combine their practice of sports medicine with their primary specialty. AMSSM includes members who specialize solely in non-surgical sports medicine and serve as team physicians at the youth level, NCAA, NFL, MLB, NBA, WNBA, MLS and NHL, as well as with Olympic teams. By nature of their training and experience, sports medicine physicians are ideally suited to provide comprehensive medical care for athletes, sports teams or active individuals who are simply looking to maintain a healthy lifestyle. For more information, visit www.amssm.org. We are expecting more than 1,700 physicians and allied health professionals to attend.

- Media credentials, complimentary registration for the 2017 AMSSM Annual Meeting and access to the sessions are for working members of the media employed by established news organizations providing editorial coverage from the meeting. Press badges are available only to working media representatives who can show evidence that their attendance will result in coverage of the meeting or event in print, broadcast or Internet media. Physician editors seeking CME or continuing education credit, in addition to the coverage they will provide, must also register as a full paid conference attendee. Reps MUST be cleared through communications manager prior to arrival.
- Media representatives must present identification to verify affiliation with print, broadcast or recognized Internet media. Freelance writers must submit a letter of assignment or letter of intent from the media outlet being represented. Unassigned freelance writers must present bylined articles from a recognized news organization for consideration. Press badges may be picked up at the AMSSM Registration Desk.
- The AMSSM reserves the right to limit access to AMSSM-sponsored meetings and events.
- AMSSM reserves the right to limit the number of press badges issued to a single media organization.
- The AMSSM will not issue press badges to: a publication’s advertising, marketing, public relations or sales representatives; publishers, editors or reporters from manufacturers’ communications or promotional publications; public relations staff of exhibitors or educational institutions; writers creating analyses or reports sold as a commodity to customers; or other individuals or their representatives who are not actually reporting on the meeting or event. Any press 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.
- Journalists seeking to conduct an interview or multiple interviews with attendees, speakers, AMSSM leadership and others at the Annual Meeting should work through the AMSSM staff for assistance. Please contact the AMSSM Communications Manager in advance or see the AMSSM Registration desk during the meeting.
• Working members of the media **may not distribute promotional materials of any kind**. If the media representative is also an editor for a company exhibiting at the meeting, promotional materials may only be distributed at the exhibit booth.

• AMSSM program content **may not be used to develop continuing medical education** (CME) without the express written consent of the AMSSM.

• Live broadcasts or filming from continuing medical education courses and any other AMSSM event may not occur without written consent from the AMSSM Executive Director. Interviews with speakers or leadership must take place outside the meeting room or a mutually agreed upon location with AMSSM. Filming and/or photography in the exhibit hall is not allowed, unless approved by the Executive Director.

• In accepting AMSSM’s press badge, the journalist also agrees to provide AMSSM, within 30 days of publication, a copy (or Web link) of at least one article published before July 1, 2017, containing information gathered at the conference. Failure to do so will result in denial of media credentials for AMSSM’s 2018 Annual Meeting in Orlando, FL.

• For the full Annual Meeting schedule, hotel booking information and other details, visit AMSSM.org.