**NEWSROOM GUIDELINES FOR MEDIA**

**GENERAL INFORMATION:** The Society of Critical Care Medicine’s (SCCM) Critical Care Congress scheduled for Feb. 16-19 in Orlando, Fla. brings together intensivists and critical care experts from around the world to share the latest scientific research, develop solutions to common issues and improve the care of critically ill and injured patients.

**MEDIA ELIGIBILITY AND PRESS BADGES:**
Press badges are available only to working press who can show evidence that their attendance results in coverage of the SCCM’s Critical Care Congress in print, broadcast or online media.

The SCCM’s Critical Care Congress does not issue press badges to: a publication’s advertising, marketing, public relations, or sales representatives; publishers, editors, or reporters from manufacturers’ house organizations 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 who are not reporting on the meeting. Exhibitors may not register as press.

**MEDIA ADVANCED REGISTRATION**
Advance registration is recommended for all media who would like to cover the meeting. To register in advance, complete the request form at sccm.org/Pressroom

Press credentials are granted to no more than three individuals from any one news organization.

Media Registration to Congress includes:
- Access to the meeting, including sessions and the exhibit hall.
- Access to the SCCM Events App
- Access to Congress On Demand. Congress On Demand provides access to hundreds of individual presentations drawn from the concurrent, joint, and plenary educational sessions, as well as the symposia. These recordings are provided 10 days after the event.

On site, a registration badge is required for media to gain admittance to the SCCM’s Critical Care Congress. A press badge is required for admittance to all meeting activities and must be visible at all times.

**ONSITE PRESS CHECK IN**
Upon arrival at the SCCM Critical Care Congress, press must check-in to the onsite newsroom to receive credentials. The newsroom is located in room 209A in the west building of the Orange County Convention Center.

Registrants must provide photo identification issued by federal, state, or local government, a letter of assignment on company letterhead or a business card. Samples of the publication being represented may be required. Registrants without proper identification will not be admitted.

**GENERAL CONDITIONS**
Press with credentials are observers of, and not participants in, all presentation question-and-answer sessions. With permission from the presenter, questions from press are limited to before and after presentations. SCCM may restrict press attendance at any session for patient confidentiality or any other reason.

SCCM holds copyright to all educational materials presented at SCCM meetings. Under no circumstances may the information presented at the meeting be published in its original format via print, broadcast or electronic media. Scientific news releases from SCCM do not reflect the views, policies or standards of the Society. The research presented in the releases should be attributed to the individual, not SCCM.

**INTERVIEW COORDINATION:**
Presenters who are featured in news releases and other experts are available for interviews at SCCM’s Critical Care Congress. For assistance in arranging interview times with presenters, please contact the newsroom.

**VIDEOTAPING AND PHOTOGRAPHY:**
Photography and audiotaping, if done in an unobtrusive manner, are acceptable in scientific sessions and the exhibit hall when permission is obtained in advance from the speaker(s). Videotaping or photography requiring distracting flash devices, special lighting, and/or bulky equipment is prohibited while scientific or plenary sessions are in progress. Lighting and flash photography are allowed during interviews in the newsroom, but crews must provide their own energy source and not plug in to house outlets.

**PLEASE NOTE:** All TV camera crews must be accompanied by a member of the newsroom staff unless other arrangements have been made through the newsroom.
INDUSTRY MEDIA RELATIONS GUIDELINES: SCCM requires industry representatives to familiarize themselves with the following guidelines and respect them accordingly:

- SCCM does not make its current press registration list available.
- Companies may not request press credentials for any of their staff. Industry employees or sponsored freelancers are not allowed in the newsroom at any time.
- Press briefings other than those organized by SCCM are not permitted in any conference meeting area or the headquarter hotel.
- Non-SCCM generated materials created by exhibitors can be displayed to communicate with the press as space allows either at the exhibitor’s booth or in the newsroom. Materials must be submitted to the SCCM communications team for approval.
- No filming or photography is allowed by industry personnel.