

COVID-19 What's Next: Preparing for the Second Wave Conference Media Guidelines

GENERAL INFORMATION: The COVID-19 What's Next: Preparing for the Second Wave joint virtual conference scheduled for Sept. 11-12, brings the clinical knowledge and experience of several sponsoring societies and multi-professional faculty together to share the newest research findings, guidelines, updates and resources in preparation of a COVID-19 second wave.

To learn more about the event and to register as media to attend, visit: <https://sccm.org/COVIDMedia>

MEDIA ELIGIBILITY AND PRESS CREDENTIALS:

Attendance of the online conference is available only to *working press* who can show evidence that their attendance results in coverage of the COVID-19 What's Next: Preparing for the Second Wave conference in print, broadcast or online media.

Advance registration is recommended for all media who would like to cover the meeting. Press credentials are granted to no more than three individuals from any one news organization. Media who would like to register for the conference should contact the SCCM media relations team at sccm@pciipr.com with identification certifying that you are a working member of the print, broadcast or online news media and/or a letter stating that you are on assignment to cover the meeting. Samples of the publication being represented may be required. Registrants without proper identification will not be permitted to attend.

The COVID-19 What's Next: Preparing for the Second Wave conference does not issue press credentials 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.

PRESS CHECK IN

Members of the media are required to register with an SCCM media relations contact. Upon registration, members of the media are required to indicate on their conference profile that they are press and include the news outlet they are representing. Media must also share which sessions they plan to attend.

GENERAL CONDITIONS

Press with credentials may cover all presentations. If any session is restricted, a list of restricted sessions will be communicated. Please contact the SCCM media relations team for assistance in scheduling interviews.

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 and the participating societies hold 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 media materials and other experts are available for interviews during the conference. For assistance in arranging interview times with presenters, please contact SCCM's media relations team at sccm@pciipr.com.

VIDEOTAPING AND PHOTOGRAPHY: Registered media are strictly prohibited from taking screen shots/b-roll of presenters, slides or other proprietary information. For access to these materials or to schedule an interview, media members should contact SCCM's media relations team.

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.
- Press briefings other than those organized by the sponsoring societies of the conference are not permitted.
- No filming or photography is allowed by industry personnel.