



Press Registration Policies

This first ever joint meeting of the Americas Committee on Treatment and Research in Multiple Sclerosis (ACTRIMS) and its European (ECTRIMS) and Latin American (LACTRIMS) counterparts is expected to draw four thousand delegates to Montreal, the largest gathering of MS clinicians and researchers in 2008. The *World Congress on Treatment and Research in MS* welcomes media participation. The World Congress Press Room will serve print, broadcast, and online reporters during the event by offering the following resources:

- Complimentary World Congress registration
- Access to World Congress Press Room
- Press briefings
- Interview opportunities with study authors/experts
- Complimentary internet access/printer/fax
- Copies of World Congress publications/CD-ROM
- Copies of abstracts/research presented
- Full press kit with embargoed abstracts
- Refreshments

The following policies are in effect to help facilitate news coverage of the more than 900 abstracts presented at the World Congress:

Who can register for the World Congress Press Room?

Press badges are available only to working journalists and writers, who must show the appropriate credentials. Any reporter, writer, producer, or editor with required credentials from a print, online, or broadcast news organization, including freelance journalists, may have use of the facilities, materials, and space in the World Congress Press Room.

Who cannot register for the World Congress Press Room?

- Industry sales representatives, members of public relations firms, advertising agency representatives, and medical and/or collegiate institution public relations representatives may not register as media and may not use the Press Room.
- Writers attending the World Congress for the sole purpose of packaging content for profit and/or Continuing Medical Education (CME) opportunities will not be admitted to the Press Room.
- Exhibitors may not register for the World Congress Press Room.

What are the appropriate credentials?

Journalists must include the following credentials for review by staff:

- Business card clearly showing media affiliation (a print, online, or broadcast news organization) and position (editor, writer, producer, reporter).
- Letter of assignment on official company letterhead, in English, from an editor of a recognized publication or a producer of a broadcast program certifying that you are covering the conference for the respective news organization.
- Or letter of intent, in English, for how their information from the World Congress will be used.

How do media register?

Media representatives who choose to register in advance of the World Congress may request the press form from media-msmontreal2008@opus3.com, followed by providing the appropriate credentials to:

Arney Rosenblat
Associate Vice President, Public Affairs
National Multiple Sclerosis Society
New York, New York
E-mail: arney.rosenblat@nmss.org
Phone: (212) 476-0436

Can I register on-site?

Members of Canadian or US media who have NOT registered in advance must bring the appropriate credentials, per above, for on-site World Congress Press Registration consideration.

How many media can register?

The World Congress reserves the right to limit the number of press registrations per organization based on press room space requirements. Initial parameters are: One (2) writers and/or reporters and one (1) photographer from any newspaper, magazine, newsletter, or other regularly issued general interest or health/science publication will be approved. A maximum of four (4) persons from a television network will be approved.

International Media: International media are representatives of media that are not based in Canada or in the US. Members of the international media are required to pre-register in advance of the 2008 World Congress by September 10, 2008. On-site registration for international media will not be allowed. International media who attempt to register on-site for the Press Room will be directed to the World Congress Registration area to pay to attend the World Congress at the on-site rate without media credentials.

Pre-registration is required for representatives of international media. Media who choose to register on-site in the World Congress Press Room should have the necessary credentials mentioned above.

All media must first report to the World Congress Press Room in order to gain entry to World Congress-related programs.