



Association for Molecular Pathology

Promoting Clinical Practice, Basic Research, and Education in Molecular Pathology

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Dear Member of the Media:

We appreciate your interest in covering the 2010 Association for Molecular Pathology (AMP) Annual Meeting and Exhibits. The four-day event will feature many cutting-edge lectures, corporate-sponsored workshops and plenary sessions focusing on major areas of clinical molecular diagnostics. Topics include hematopathology, infectious diseases, inherited genetic diseases and solid tumors. We hope that you find this year's meeting to be both informative and enjoyable.

Event Information

Dates: November 17-20, 2010

Location: San Jose McEnery Convention Center, San Jose, CA

Accommodations: <http://www.amp.org/meetings/2010/hotel.cfm>

Preliminary Program: http://www.amp.org/meetings/2010/preliminary_program.cfm

Media Registration

We will be offering complimentary registration packages for contacts from qualified print, online and broadcast news media outlets. Members of the media will be required to provide appropriate media credentials and identification upon arrival. Official AMP 2010 media badges will be distributed in the Press Room prior to the event.

Benefits

The official AMP 2010 media badge will enable you to take advantage of our Press Room, as well as many additional services and amenities including:

- ✓ VIP seating in many of our presentations and workshops
- ✓ Interviews with many of our influential speakers and exhibiting companies
- ✓ Company news releases, press kit materials and event information
- ✓ Electrical and wireless internet capabilities
- ✓ Complimentary lunches and refreshments

Guidelines

Below are some general guidelines to help ensure that you have a productive and enjoyable experience:

Registration

Advance media registration for AMP's 2010 Annual Meeting opens September 1, 2010. On-site registrations are permitted, but are discouraged.

Press Credentials

All members of the press must present a business card or other type of valid media identification/credentials issued by a recognized news organization in order to receive a complimentary media badge. Freelance writers may be required to provide a personal business card and a letter of assignment from a recognized news organization or publication. Individuals may also be asked to provide relevant bylined articles written by the applicant and published within the past twelve months. Media representatives should not have a direct affiliation with any of the exhibiting companies at the 2010 AMP Annual Meeting.

Based on space requirements, AMP reserves the right to limit the number of media badges issued to a single media organization. AMP also reserves the right to bar from this and future meetings any journalist who deliberately promotes the viewpoint of one company or institution, or who attempts to solicit manuscripts, advertising, or subscriptions from registrants or exhibitors.

Individuals that do not meet our media registration requirements must register as a regular meeting attendee and pay the required registration fee, regardless of affiliation with a news or trade media organization, contracted exhibitor or publishing company.

Media Interviews

Members of the media must properly identify themselves and their affiliation before asking any questions to speakers, presenters, exhibitors, and meeting attendees. All interviews must be conducted at the appropriate times and locations. The Press Room will be available for private interviews throughout the meeting and the Press Room staff can help coordinate interview requests.

Public Sessions

Members of the media are strictly prohibited from asking questions and/or conducting audience polls during any of the public sessions of the meeting. These sessions are reserved for AMP members and meeting attendees who have paid the required registration fee.

Official Media Badge

Members of the media must wear/display their official AMP 2010 media badge at all times while onsite at the meeting. Exchanging, loaning or borrowing of media badges is strictly prohibited.

Video/Filming/Recording

Filming and recording inside the exhibit area or any of the scientific sessions is prohibited. Camera crews must make prior arrangements with the AMP Press Office to film or record in onsite meeting areas other than the Press Room.

Press Room Resources

The use of Press Room resources is for individuals with official 2010 media badges. Other attendees may accompany media representatives to the Press Room for interviews and business-related activities.

Embargo

Please consider all abstracts, posters, presentations, workshops and other scientific information presented at the AMP 2010 Annual Meeting to be embargoed until the date and time of the specific presentation, unless otherwise noted by the AMP Press Room Manager or a member of the presenting company's media relations team.

Journalists who want to use speaker materials, such as slides, graphs and other visuals to illustrate coverage must have the presenter's permission. The AMP Press Room staff will be available to assist in obtaining appropriate permissions.

Exhibitors

Exhibitors are encouraged to leave press materials on the designated tables in the Press Room. It is the responsibility of exhibitors to maintain the stock and orderly appearance of these materials. AMP does not sanction or endorse individual exhibitors' promotional activities or information.

About AMP

The Association for Molecular Pathology (AMP) is an international medical professional association dedicated to the advancement, practice, and science of clinical molecular laboratory medicine and translational research based on the applications of molecular biology, genetics and genomics. For more information, please visit: www.amp.org.

Contact Information:

Please direct all media registration and general Press Room inquiries to:

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