

## 16TH ANNUAL SCIENTIFIC MEETING HEART FAILURE SOCIETY OF AMERICA

Washington State Convention Center, Seattle, WA  
September 9-12, 2012

Press credentials to cover the HFSA Annual Scientific Meeting will be granted to representatives of the following news media outlets:

- General circulation newspapers or magazines
- Wire services
- Medical, science, pharmaceutical, nursing and allied health care publications
- Broadcast media
- Web site media
- Accredited medical and science freelance writers
- Accredited media relations/public relations representatives of non-profit health organizations

Please be aware that camera crews *must* be escorted by an HFSA press official. Any filming will require written approval from the HFSA.

**To receive a complimentary press badge, reporters and writers must show one of the following credentials:**

- Press card
- Business card clearly stating affiliation and position. Must be identified as an editor, publisher, writer, reporter or producer.
- Letter on official letterhead from an editor of a publication, web site, or from a producer of a program certifying the person is covering the meeting for the respective organization
- National Association of Science Writers, International Association of Science Writers membership card
- Science journalism students will receive credentials by providing a letter on official school letterhead and signed by a department advisor

**Complimentary press badges will not be issued to:**

- Advertising sales representatives of publications
- Spouses and other guests of journalists attending the meeting
- Advertising, marketing, or public relations representatives from exhibiting companies or their agencies
- Representatives of organizations selling or producing publications, video or audio tapes or web sites intended for marketing, advertising or public relations purposes.

**Individuals with complimentary HFSA press badges may not:**

- Sell, market or represent a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor
- Market a product or service displayed on the HFSA exhibit floor
- Misrepresent themselves to secure press credentials to cover the meeting
- Conduct product promotion that implies HFSA endorsement or use the HFSA logo and/or name without the express written permission of HFSA's Executive Director

Individuals with complimentary HFSA press badges who violate this policy will immediately forfeit press credentials for this and subsequent meetings.

If the Scientific Meeting will serve as an organization's choice venue for the presentation of new research or data, the HFSA maintains the right to embargo all information until the presentation of material at the Scientific Meeting.

## EXHIBITOR AND PUBLIC RELATIONS GUIDELINES

- Exhibiting companies are prohibited from holding press events in the HFSA Press Room.
- Exhibitors who would like to film activities at their individual booths must seek written permission from the HFSA.
- Public Relation firms representing exhibiting companies will not have access to the Press Room for media interviews.
- Media Kits and Press Releases: Exhibiting companies may provide news releases and other news material to the media in the Press Room, provided those materials directly relate to the scientific research being presented. Materials to be distributed in the Press Room must be pre-approved. Materials will not be approved on-site.

Please Note that the HFSA does not share press/media lists with any outside agencies, companies or individuals.

**The HFSA reserves the right to disallow materials deemed scientifically or otherwise misleading, inappropriate or irrelevant to the Annual Scientific Meeting.**

- News Release Dissemination: News releases on science being presented are to be embargoed until the date and time of the scientific session.
- Public relations representatives from exhibiting companies are prohibited from soliciting media in the Press Room
- All media-related activities are prohibited both on-site and off-site during the Scientific Sessions.

**Use of HFSA name, logo etc:** No company or individual is authorized to or has permission to use the name, logo, reputation, or good will of the Society in its commercial endeavors, whether to market or promote its products, whether pharmaceuticals, devices or otherwise, or for any other commercial purpose, including, but not limited to advertising, promotions, and public relations. Nor may any company or individual use the name of the Society for any purpose without the express written permission of the Executive Director of the Society.

**It is the responsibility of the issuer to ensure the HFSA policies are followed.**

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