

# **Media Guidelines for Exhibitors, Presenters, Satellite Symposia Organizers/Participants and others attending the 2021 Scottsdale Headache Symposium<sup>®</sup> of The American Headache Society<sup>®</sup>**

## **General Information**

The 2021 Scottsdale Headache Symposium<sup>®</sup> of The American Headache Society<sup>®</sup> (AHS) is one event with two experiences, allowing for both onsite and virtual attendance. The Scottsdale Headache Symposium provides practical, clinical, evidence-based information on the diagnosis, management, and treatment of headache patients. The 2021 Symposium will feature in-person education presented in didactic, case-based, evidence-based, panel, and demonstrative formats, with online access available on-demand for six (6) months for registered attendees/media.

## **Press Briefings or Other Unaffiliated Events**

AHS strictly prohibits any press briefings or other events not formally affiliated with the AHS Scottsdale Headache Symposium (e.g., satellite symposia) on any topic related to the research, scientific presentations, or content of the AHS Scottsdale Headache Symposium at the actual meeting site (JW Marriott Camelback Inn, Scottsdale), on the meeting virtual platform, or other online and/or physical locations at any time during the dates and hours of the meeting.

## **Embargo Policy**

The AHS embargo policies are strictly enforced. Unless otherwise noted, all data, content, and information presented at the 2021 AHS Scottsdale Headache Symposium are embargoed until 9 AM PT/12 PM ET on Thursday, November 18, 2021. Violation of the embargo policy by the release of information contained in any presentation, session, or debate prior to its embargoed date and time can result in the individual and affiliated company or institution being removed from the 2021 AHS Scottsdale Headache Symposium, with a potential two-year ban on returning. The AHS reserves the right to lift the embargo on specific content that is selected for promotion prior to or during the 2021 Scottsdale Headache Symposium. Should a decision be made about a specific embargo lift, AHS will coordinate closely with the company, affiliated presenters, or research institution to ensure alignment.

## **Press/Media Material Guidelines**

Exhibitors cannot register as press. To share digital media materials, files must be submitted to the AHS Director of Public and Media Relations, Lauren Schoener-Gaynor ([lschoener-gaynor@talley.com](mailto:lschoener-gaynor@talley.com)) no later than Monday, November 15 at 12 PM ET for review. Materials sent after this deadline will not be accepted. Once approved, these materials will be shared by the AHS media/PR director with media members who have given consent to be provided with outside press materials.

## **Photo/Video Policy**

Filming and photography, including taking screenshots, of the AHS Scottsdale Headache Symposium proceedings and presentations, as well as any related visual materials, is allowed on a case-by-case basis with the exception of filming for CME purposes, which is not permitted. Please check with Lauren Schoener-Gaynor at [lschoener-gaynor@talley.com](mailto:lschoener-gaynor@talley.com).

## **Interviews**

Should members of the media like to conduct an interview with a specific presenter, AHS member, etc., please contact the AHS Director of Public and Media Relations at [lschoener-gaynor@talley.com](mailto:lschoener-gaynor@talley.com). Interviews can be conducted via video chat, phone, or email. If a media member is onsite and the interviewee is agreeable to being interviewed, that can also be arranged. AHS requests that all media members provide notification of story filings so the Society can track and promote the content, publication/outlet, and writer on its own outlets.

## **Questions?**

All media-related questions, including obtaining press passes, can be directed to Lauren Schoener-Gaynor at [lschoener-gaynor@talley.com](mailto:lschoener-gaynor@talley.com) or 856.905.5211.

For other meeting-related questions, please reach out to AHSHQ at 856.423.0043 or [AHSHQ@talley.com](mailto:AHSHQ@talley.com).