



MEDIA AND EMBARGO POLICY

14th World Conference on Lung Cancer
Amsterdam, The Netherlands, July 3-7, 2011

Thank you for covering the 14th World Conference on Lung Cancer. All media-related inquiries should be directed to:

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WCLC 2011 EMBARGO POLICY

Most of the accepted abstracts will appear online on June 6, 2011, and will be published in a special supplement of the Journal of Thoracic Oncology.

Institutions or companies with products whose value may be affected by information in the abstracts may issue a press release to coincide with the availability of an abstract online. However, IASLC requires that any information beyond that contained in the abstract, such as discussion of the abstract as part of a scientific presentation or presentation of additional new information, is under embargo until 7:00 a.m. in Amsterdam (5:00 a.m. UTC/ 1:00 a.m. EDT) on Monday, July 4, 2011.

Certain abstracts will be withheld until their presentation at the World Conference on Lung Cancer, and will be part of the conference press program. Information contained in those abstracts is embargoed until the start of the press conference in which the abstract is featured or the abstract's presentation at the WCLC, whichever occurs first.

MEDIA REGISTRATION REQUIREMENTS

IASLC is pleased to provide registered media with access to conference sessions and press conferences, as well as a staffed media workroom featuring basic amenities including wireless Internet access, dedicated phone lines with long-distance access, printer and fax machine.

To register, please complete the [media registration form](#) and submit at least one of the following:

- A letter of assignment on the letterhead of the news organization being represented
- Media identification (such as an international press card)
- A business card issued by a recognized news organization

Freelance journalists must submit copies of two bylined medical/health/science articles published within the last six months in addition to a letter of assignment. Newsletter media must submit three issues of their newsletter containing at least one bylined article. Journalists reporting for online media outlets, including blogs and Twitter accounts, may register as long as their organizations or private blogs meet the following criteria:

- The website provides original news coverage.
- Editorial content is independent of advertising and sponsorship.
- Advertising and sponsors are clearly identified on the website, and the website is not sponsored by a single organization.

All decisions regarding media credentials will be made at the discretion of the IASLC communications staff.

IASLC will not provide access to its media workroom or press conference room to anyone attending on behalf of a for-profit non-news organization (for example, a freelance writer hired by a pharmaceutical company or a writer for a media outlet that is supported exclusively by a for-profit entity). Financial analysts and public relations personnel may not register as media.

PRESS ROOM POLICY

Only credentialed media representatives are allowed access to the WCLC media workroom and press conference room. Exhibiting companies wishing to conduct interviews with the media may use the press conference room only if it is reserved by a credentialed media representative.

PHOTOGRAPHY AND AUDIOVISUAL RECORDING

Videotaping at the WCLC is restricted to IASLC news conferences, the press conference room and common areas of the convention center. All crews filming outside those areas must be accompanied by an IASLC media room representative. Video recording of the education or scientific sessions is strictly prohibited without authorization from IASLC communications staff.

IASLC permits non-flash photography and audio recording using hand-held equipment of scientific and educational sessions for personal and non-commercial use only, provided it is not disruptive.

INDUSTRY/EXHIBITOR PRESS MATERIALS AND DISTRIBUTION

Registered exhibitor companies may provide news releases and other news materials to the media by bringing them to the media room and giving them to a member of the IASLC communications staff, provided they are directly related to the scientific research being presented at the WCLC.

All materials must mention the IASLC and the meeting, using the entire name (example: "The study was presented at the International Association for the Study of Lung Cancer's 14th World Conference on Lung Cancer.") Materials must be no larger than a standard pocket folder (9x12 inches/24x30.5 cm).

IASLC communications staff and program chairs reserve the right to disallow materials deemed scientifically or otherwise misleading or irrelevant to the WCLC.

About the International Association for the Study of Lung Cancer (IASLC):

Founded in 1972, the International Association for the Study of Lung Cancer (IASLC) is an international organization of nearly 3,000 lung cancer specialists spanning 80 countries. IASLC members work towards developing and promoting the study of etiology, epidemiology, prevention, diagnosis, treatment and all other aspects of lung cancer and other thoracic malignancies. IASLC's mission is to enhance the understanding and education of lung cancer to scientists, members of the medical community and the public. In addition to the biannual meeting, the IASLC publishes the Journal of Thoracic Oncology, a prized resource for medical specialists and scientists who focus on the detection, prevention, diagnosis and treatment of lung cancer.