

[ADA 2017 – America's Dental Meeting](#) will take place October 19-23, 2017, at the Georgia World Congress Center in Atlanta, Georgia.

The American Dental Association (ADA) press policy provides media (editors, reporters, health and medical writers), as well as corporations and organizations, with information about the Association's rules and regulations regarding coverage of ADA 2017. Any questions regarding these press policies or media registration may be directed to ADA Media Relations (mediarelations@ada.org; 312-440-2806).

I. Press Registration Policies

Who can register as a working member of the press?

Working members of the press can register for ADA 2017 by filling out the [registration form](#). **Please note, completion of this form does not guarantee press credentials.** Within five business days of receiving a registration form, the ADA will review your application and notify you accordingly. Please be advised that registration requests submitted without supporting documents will not be reviewed or approved.

What are the appropriate credentials?

- At least two published, bylined editorial and/or news articles from the last 12 months related to dental health.
- Published bylined samples of coverage from a previous ADA Annual Meeting (if attended in 2016 or previous years).
- *If registering onsite*, a business card clearly showing media affiliation (a print, online or broadcast outlet) and position (writer, editor, reporter, videographer, photographer) is required.

Who should not register as press?

- Editors, writers, and scientific advisory board members for publications that do not have editorial news sections.
- Companies or organizations producing publications, videos, and/or other electronic media intended for internal use, marketing, advertising, financial analysis, or public relations purposes.
- Financial analysts.
- Sales, advertising, marketing, or public relations personnel.
- Representatives from medical education companies attending ADA 2017 for the purpose of creating continuing education (CE) or other commercial educational content (e.g., webcasts, online or printed educational modules, etc.)

Those who do not qualify for press credentials can still register for the meeting as a guest of the ADA. Registered guests have access to the Exhibit Hall, [business courses](#) and the Opening General Session and Distinguished Speaker Series. To register as a guest, visit the ADA 2017 registration page [here](#).

Where can I pick up my press badge?

Pre-registered, credentialed press will be able to pick up their badge in room 214 of the Georgia World Congress Center during the following days/times.

Thursday, Oct. 19	7:30 a.m. – 4:30 p.m.
Friday, Oct. 20	7:30 a.m. – 4:30 p.m.
Saturday, Oct. 21	8 a.m. – Noon

To obtain your badge prior to Thursday, Oct. 19, please make arrangements with ADA Media Relations (mediarelations@ada.org; 312-440-2806).

II. Onsite Media Guidelines

The following rules apply only to registered media. All other meeting attendees are required to adhere to the general Meeting Rules and Regulations.

Meeting Admission

Registered media are required to wear the media badge at all times. All continuing education (CE) sessions and special lectures are open to the media for observation only as long as a course is not sold out. Arrangements for interviews with a CE course speaker must be made in advance. Entry into sessions requires a visible media badge.

In addition, media may attend the Opening General Session on Thursday, October 19 from 8-9 a.m. Eastern Daylight Time (EDT). Limited space will not allow for media attendees within the Georgia World Congress Center for the Distinguished Speaker Series featuring Peyton Manning. The Distinguished Speaker Series will be separate from the Opening General Session and take place on Friday, October 20, from 5:30-6:30 p.m. EDT.

Media may attend the House of Delegates in the visitor section, as long as they agree to abide by the **strict embargo policy**. Any information pertaining to the House of Delegates must be held until the House of Delegates closes on Monday, October 23. If media do not abide by the embargo policy, they will be barred from press registration in future years.

Photography, Videotaping, and Audio Recording

Registered media are allowed to:

- Photograph, videotape, or audio record any ADA press conference.
- Take photos (non-flash only) and audio record on the exhibit floor.
- Record video in public areas of the convention center, but only when accompanied by an ADA media relations staff member. Media must receive prior approval and arrange for an escort by contacting ADA Media Relations (mediarelations@ada.org; 312-440-2806).

Members of the media are prohibited from the following activities:

- Taking flash photos during CE sessions
- Taking photos of PowerPoint/video presentations
- Taking photos, videotaping, or audio recording in the exhibit hall without proper consent.
- Recording, audio or video, of any CE session without proper consent.
- Disclaimer: Photos of copyrighted material reprinted without the prior consent of an author/presenter is strictly prohibited.

Onsite Interviews

The ADA will have a dedicated press room in room 214 of the Georgia World Congress Center with limited space for interviews. Please contact mediarelations@ada.org for any specific needs.

Media interviews are also allowed to take place within the confines of an exhibitor's booth, so long as the rules of the ADA Exhibit Hall are observed, including the photography policy.

Press Briefing Policies

Press briefings may be scheduled by the ADA and will be promoted to credentialed media prior to ADA 2017. Reporters who are unable to attend briefings will receive an online press kit post-briefing. Electronic or hard copies of presentations provided during ADA press briefings are for background information only and cannot be published or reproduced without written permission from author.

Violation of ADA Policies by Reporters

The American Dental Association reserves the right to bar, from this and future annual meetings, any registered media who attempt to obtain advertising or subscriptions from any exhibitor or registrant, who deliberately promote the marketing objectives of a single company or institution, or who misuse media privileges to engage in activities other than journalistic pursuits.