The ADA FDC Virtual Connect Conference will take place Oct. 15-17, 2020.

The American Dental Association (ADA) press policy provides media (editors, reporters, bloggers, podcasts and health and medical writers), as well as corporations and organizations, with information about the Association's rules and regulations regarding coverage of the ADA FDC Virtual Connect Conference. 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 the meeting by filling out the registration form. Please note, completion of this form does not guarantee press credentials. Within ten 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/news articles, podcast episodes, etc. from the last 12 months related to dental health or a related topic.
- Published bylined samples of coverage from a previous ADA annual meeting.

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, blogs, 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.

Those who do not qualify for press credentials can still register for the meeting as a guest of the ADA. Guests will have two options for registration, Free Pass or All-Access Pass. The Free Pass will grant access to the Virtual Exhibit Hall and the Thursday Evening Opening Session. The All-Access Pass will grant access to the Virtual Exhibit Hall, all evening sessions, all networking events and all continuing education courses, except workshops. To register as a guest, visit the ADA FDC Virtual Connect Conference registration page here.

How do I receive my press badge?

Once your application has been reviewed, you will receive a link to register through Experient and instructions. When your Experient registration is complete, you will receive a Confirmation ID and a confirmation letter via email. Closer to the meeting you will also receive an email with instructions on how to access the virtual platform.

If you have any trouble, please contact 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**

All continuing education (CE) courses and events are open to the media for observation only. Arrangements for interviews with a CE course speaker must be made in advance. Press are not permitted to attend workshops.

Media may attend the House of Delegates, 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, Oct. 19. If media do not abide by the embargo policy, they will be barred from press registration in future years. If you’d like to attend the House of Delegates, please contact mediarelations@ada.org for additional information.

**Photography, Videotaping, and Audio Recording**

Registered media are allowed to:

- Take photos or screenshots for the purposes of story research (see exceptions below).

Members of the media are prohibited from the following activities:

- Taking photos/screenshots or recording PowerPoint/video presentations (if you’d like to request PowerPoint slides, please contact the ADA media relations team).
- 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.

*Recording of presentations is strictly prohibited. No individual or entity may record or broadcast any portion of the ADA FDC Virtual Connect Conference without prior written consent of the ADA. Those who do not comply with the ADA Recording policy may be removed from the virtual event and will forfeit access to the Virtual Event Platform. Everything being presented during ADA FDC Virtual Connect Conference is property of the ADA.*

**Interviews**

Please contact mediarelations@ada.org for any interview requests with speakers, ADA leadership, ADA volunteers or ADA staff.

**Press Briefing Policies**

Press briefings may be scheduled and will be promoted to credentialed media prior to the ADA FDC Virtual Connect Conference. Reporters who are unable to attend briefings will receive an online press kit post-briefing. Electronic copies of presentations provided during 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.