Corporate Member Virtual Press Room Guidelines

ASTRO is pleased to provide a Corporate Member Virtual Press Room during ASTRO’s 56th Annual Meeting in San Francisco, exclusively for ASTRO Corporate Members. The Corporate Member Virtual Press Room is the online gateway to the on- and off-site reporters covering ASTRO’s Annual Meeting. The link to the Corporate Member Virtual Press Room will be included in the electronic press kit provided to all registered reporters and posted in the ASTRO News and Media Center. Materials must be corporate information as it relates to ASTRO, the ASTRO Annual Meeting and/or the field of radiation oncology. Please note that there will not be a physical, on-site Corporate Member Press Room.

Corporate Member Virtual Press Room Guidelines

1. Press materials that relate to research and/or new products/services in the field of radiation oncology are permitted in the Corporate Member Virtual Press Room. Press releases must include that the research and/or products/services are being presented at ASTRO’s 56th Annual Meeting. Please note: ASTRO stands for the American Society for Radiation Oncology.

2. Press releases related to scientific studies/abstracts being presented at the ASTRO Annual Meeting must include the embargo on all documents. All abstracts are embargoed until the date and time of scientific presentation or presentation at an ASTRO News Briefing, whichever occurs first; please consult with lead study authors to confirm the date and time of presentation. For posters presented in the Poster Hall, the embargo lifts when the Poster Hall officially opens — Sunday, September 14, 2014, at 10:00 a.m. Pacific time.

3. All materials for the Corporate Member Virtual Press Room must be submitted electronically (only PDF and JPG files). All documents will be reviewed by ASTRO’s Press Office; there will be at least a 24-hour-review-and-approval period before documents are posted online. Please email documents for the Corporate Press Room to Michelle Kirkwood. We cannot guarantee that items will be posted between September 14 and 17.

4. Please include local contact information on your press materials, in case ASTRO staff needs to reach you.

5. There is a limit of 10 submissions (including press releases, fact sheets and/or photos) from each corporate member.

6. Organizations planning off-site media activities are encouraged to coordinate with ASTRO’s Press Office to ensure they do not conflict with ASTRO-sponsored activities. No outside press conferences are permitted during the official hours of the ASTRO Annual Meeting:
- Sunday, September 14, 8:00 a.m. - 6:15 p.m.
- Monday, September 15, 7:45 a.m. - 6:45 p.m.
- Tuesday, September 16, 7:45 a.m. - 6:15 p.m.
- Wednesday, September 17, 7:45 a.m. - 4:30 p.m.

7. ASTRO reserves the right to make judgments and/or decisions about any issues that arise that are not covered in these guidelines.

On-site contact:
Michelle Kirkwood in the ASTRO Press Office, Rooms 110 and 111 of Moscone Center.