

**Aligned Management Associates, Inc.  
Press Pass Guidelines**

We offer gratis conference press passes to agents of publications/media that educate the general public about medical technology. Our purpose in granting press passes is to increase public awareness of, and support for, the research presented at our conferences.

Press passes are handled on a case-by-case basis. They should be requested in advance—at least one week before a conference begins.

1. Press passes are offered to one agent per publication, unless agreed upon otherwise.
2. Low-cost, wide-circulation publications are most eligible for press passes.
3. High-cost, limited-circulation publications can be eligible but we may ask such a publication to exchange advertising of equivalent value for a conference registration. Such an arrangement should be formalized well in advance.
4. When requesting a press pass, an agent should provide identification (business card or professional ID). We may request a sample current issue of his/her publication.
5. Freelance writers should present a letter stating they are hired to cover the conference. If this is not applicable, writers should offer samples of published work.
6. Use of cameras is restricted. Agents must obtain prior written permission to film any presenter during regular sessions. We can provide agents with an agreement form in advance of the conference. To prevent conference piracy, no more than half of any given session may be filmed.
7. We do not provide pressrooms and storage for equipment. We are not responsible for equipment belonging to an agent.
8. Agents are not permitted to advertise their publication or invite subscriptions while attending the conference. We offer separate arrangements for display of sample issues.
9. We appreciate copies of articles resulting from our conferences.
10. Any agent who is disruptive or acts contrary to AMA, Inc.'s educational purpose or these guidelines will be asked to leave the conference.

If you would like a press pass, or if you need clarification of these guidelines, please contact Jim Westwood by phone at <j\_westwood@amainc.com> or by phone at 1 773 561 1738.