

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

We offer free conference press passes to certain media agents. Our aim in granting these passes is to increase public awareness of, and general 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 prior to a conference. Please note:

1. Press passes are generally offered to one agent per publication.
2. Low-cost, wide-circulation media are the preferred recipients of passes.
3. High-cost, limited-circulation industry publications may also receive passes. However, we may request advertising of equivalent value to a conference registration. This kind of arrangement needs to be formalized well in advance of the conference in question.
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 prior published work.
6. Use of cameras is restricted. Agents must obtain prior written permission to film any presenter during regular sessions. We can provide an agreement form in advance of the conference. To prevent conference piracy, no more than half of any given session may be filmed.
7. Due to limited space, we do not provide a pressroom nor equipment storage. We are not responsible for press agents' equipment.
8. Agents are not permitted to advertise their publication or invite subscriptions while attending the conference. We do offer opportunities for promoting sample issues, however.
9. We appreciate receiving 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 obliged to leave the conference.

Again: all press passes are handled on a case-by-case basis. To arrange for a press pass, please contact Jim Westwood by email at <j_westwood@amainc.com> or by phone at (312) 371-6935.