

**The North American Menopause Society (NAMS)
2011 Annual Meeting
Media & Public Relations Policies**

The North American Menopause Society (NAMS) is pleased to assist the scientific and consumer media in support of its Mission to promote the health and quality of life of all women during midlife and beyond through an understanding of menopause and healthy aging. Each year, NAMS convenes a multidisciplinary scientific meeting that is widely considered one of the top events in women's health.

NAMS is committed to providing information that is both accurate and unbiased, not for or against any point of view. To protect its reputation, the Society requires journalists and public relations professionals to adhere to the following policies and procedures:

Press Releases

- NAMS appreciates press releases about its Annual Meeting, but reserves the right to review all industry press releases that mention the Society by name and must receive a final copy of each release; sufficient lead time (at least 5 business days) must be allowed for the release approval process. All press releases should be sent to McKinney-Cerne Inc, the Society's public relations firm, addressed to Ms. Judy Cerne or Ms. Laura Lytle (jcerne@mckinneyad.com, llytle@mckinneyad.com).
- All press releases mentioning the 2011 NAMS Annual Meeting are embargoed until Wednesday, September 21.
- All press releases discussing abstracts presented at the 2011 NAMS Annual Meeting are embargoed until Wednesday, September 21.

Media Attendance

- NAMS encourages media attendance at its Annual Meeting. Please note that all media registration will be approved by McKinney-Cerne Inc, the Society's public relations firm. All eligible members of the media must be affiliated with a media outlet approved by the Society and will be asked to submit verification of such affiliation upon registration. Public relations staff and employees of exhibitors or other for-profit supporters are not eligible for press credentials at the NAMS Annual Meeting.
- The media registration list for the Annual Meeting is proprietary information to be used solely by the Society.

Press Room

- Media must obtain press credentials in the Press Room prior to attending sessions. The Press Room is located in **NATIONAL HARBOR 9, located on LEVEL 3** of the Gaylord Hotel. It is open during the following hours:

Wednesday, September 21 8:30 AM to 4:30 PM

Thursday, September 22 8:30 AM to 4:30 PM

Friday, September 23 8:30 AM to 1:00 PM

- The NAMS Press Room is restricted to approved and registered media.
- Only NAMS-produced materials can be displayed in the Press Room or anywhere within the vicinity of the Press Room.

Recordings and Photography

- Cameras and videotape equipment are not permitted in meeting sessions, the Exhibit Hall, or the poster display area.