



IOF World Congress on Osteoporosis Bangkok, Thailand, December 3-7, 2008

Media Policies

The International Osteoporosis Foundation (IOF) is the only worldwide organization dedicated to the fight against osteoporosis. Together with the Thai Osteoporosis Foundation, IOF welcomes you to the IOF World Congress on Osteoporosis (IOF WCO), which offers a unique opportunity to connect with multi-disciplinary groups from the international osteoporosis arena.

IOF provides complimentary registration to professional journalists representing accredited media organisations for the express purpose of gathering news and information to produce editorial coverage of the event.

To facilitate the dissemination of research presented at the conference, the IOF World Congress on Osteoporosis offers the following resources to accredited members of the media:

1. Complimentary IOF World Congress on Osteoporosis registration
2. First access to official press releases
3. Embargoed media kit (signed media registration form required)
4. Access to daily media briefings run by IOF, which will take place in the media briefing room during the lunch break
5. Access to media briefings organized by sponsors
6. 'Meet the Expert' sessions
7. One-on-one interview opportunities
8. A fully equipped, working newsroom with local phone/internet access. (calling cards are required for all long-distance calls – domestic and international)
9. All Congress documentation

In order to facilitate coverage of news generated from the conference, IOF has established the following policies governing press activities. These policies are strictly enforced.

MEDIA POLICIES

1. Embargo Policy

News media, PR organizations and IOF WCO participants are required to abide by the embargo policies and the confidentiality agreement governing the IOF World Congress on Osteoporosis. All information being presented at the Congress is embargoed until the beginning of the session at which it is being presented.

2. Media events

Event sponsors, PR companies and other organisations are notified that individual events are not to be organized so that they conflict with the official congress program, including daily IOF WCO media briefings.

3. Eligibility Requirements

4. Journalists employed by accredited news organisations attending the meeting for the purpose of editorial coverage will be granted media credentials. Journalists are required to submit appropriate media credentials as part of their registration application, including a photocopy of official press

credentials, a letter of assignment from the media organisation being represented or recent articles where the journalist is credited. For more details on requirements, please see <http://www.iofbonehealth.org/wco/2008/media-centre.html>

- Registered media are required to wear their IOF World Congress on Osteoporosis press badges at all times while on-site.
- Registration is limited to three representatives per media outlet.

5. Media Programme

Media are invited to all official media programme activities including the daily lunchtime news briefings and 'Meet the Expert' sessions. Media are also welcome to attend all general admission plenary and concurrent sessions.

6. Interview Opportunities/Facilities

In most cases, IOF can facilitate one-on-one interviews with speakers. Please contact a member of the IOF WCO Communications staff in the media room for assistance.

Please Note:

International Osteoporosis Foundation reserves the right to bar from this and future meetings, any representative who fails to adhere to these policies or who misuses his/her media privileges to engage in activities other than journalistic pursuits.

Media unable to attend the IOF WCO may request press materials by contacting the IOF Communication Department at news@iofbonehealth.org

If you have any questions please contact:

Janice Blondeau

Communications Officer

International Osteoporosis Foundation

Email: jblondeau@iofbonehealth.org

Tel: +41 22 994 0100

Fax: +41 22 994 0101