



## American Transplant Congress 2024 Media Access and Credentials

### Media Registration

We are happy to invite accredited media personnel to participate in ATC 2024. All media must email their associated credentials to [media@atcmeeting.org](mailto:media@atcmeeting.org) and use a designated registration code to register. Media will receive complimentary in-person and / or virtual only registration. ***Any media personnel not approved by the ATC Media Contact (see below) will be ineligible for a Media Credential and are invited to register as an attendee.***

To ensure that exhibitors have access to media members who are actively covering the event, we ask that working media personnel verify their roles. If you do not fulfill these conditions but still want to attend, we invite you to register as an attendee.

### Media Credentials

To be considered for a media registration, all credentials must be uploaded during online registration. Dependent on your media classification, please provide two (2) of the following acceptable credentials for review and consideration by ATC 2024 show management:

#### **Print Media (Newspapers, Magazines, Freelance/Contributing Writers, Photographers, etc.)**

- A scanned copy of the publication masthead with your name and title
- A scanned image or link to your editorial work that shows product coverage within the industry from the last six months
- An original letter or email on the publication's letterhead from the assigning editor or news director with a specific coverage assignment for the show

#### **Online Media (News Websites and Blogs)**

*Please Note: Online outlets must be previously established (fully launched and operational for at least six months, not beta), independent (not a corporate blog), and updated regularly with original and current industry news.*

- A link to an About Page (or similar page) from your website or blog listing you as an editorial contributor
- A link to an article or blog post published within the past six months with your byline



- A screenshot of website analytics showing at least 5,000 unique visitors per month

### **Broadcast Media (Reporters, Cameras/Videographers, etc.)**

- An image of a business card from a major TV network reflecting your editorial role
- A PDF letter from the producer, news director, or assignment editor on station/network letterhead stating that you have been assigned to represent the organization in an editorial capacity
- Photo ID from your media outlet

### **All Other Media**

If you fall outside of the previously listed media parameters, please email Proof of Credentials to ATC Media Contact (see below) using the subject line: **ATC 2024 Proof of Credentials**. Proof of Credentials can include the following:

- A recognized press card
- Links to previous news content within the last six months (i.e., Article, Byline, Blog, Bulletin, Podcast, YouTube Channel Analytics etc.)
- A current National Association of Science Writers (NASW) or International Science Writers Association (ISWA) membership card
- A PDF letter of assignment on official letterhead from a recognized editor, publication or producer of a broadcast program certifying that the individual is covering the ATC for the respective news organization

### **On-site Media Registration**

If you choose to register on-site, please bring printed copies of the qualification criteria noted above.

The following on-site registrants will **not** be provided with media badges:

- Blog writers/owners that do not provide the defined site analytics
- Personal blogs/hobby blogs do not qualify as media
- Requests from those without the credentials criteria required, as detailed above
- People who applied online and were already denied credentials



## Requests for Interviews

If you are interested in conducting an interview with a speaker or presenter, the ATC Media & Public Relations staff can assist with coordinating a time to meet with the person or persons while onsite during the ATC meeting.

### **ATC Media Contact**

Catherine Lockwood

[Media@atcmeeting.org](mailto:Media@atcmeeting.org)

+1(408) 431-5291

**For questions related to obtaining media credentials, media kits, or other media-related issues, please email [media@atcmeeting.org](mailto:media@atcmeeting.org).**