

Aligned Management Associates, Inc. Press Pass Guidelines

We are happy to offer press passes to select media agents. Our aim in granting these passes is to increase public awareness of, and broader 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 typical recipients of gratis press passes.
3. High-cost, limited-circulation industry publications may also receive passes. However, we may request in exchange advertising of similar value to the conference registration. Such an arrangement needs to be formalized well in advance of the conference.
4. We may request samples of a publication if it is unfamiliar to us.
5. Freelance writers should present a letter stating they are hired to cover the conference and be prepared to provide samples of prior published work.
6. As a courtesy to presenters, use of cameras is restricted. Agents must obtain prior written permission to film anyone who is presenting during a session. We can provide an agreement form in advance of the conference. To deter piracy, no more than half of any given session may be filmed.
7. Due to limited space and security concerns, we do not provide a pressroom nor equipment storage. A press agent takes responsibility for his/her own equipment.
8. Normally, agents are not permitted to advertise their publication or invite subscriptions while attending the conference. We do offer opportunities for promoting sample issues, however. Please inquire.
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 required to leave the conference.

Again: all press passes are handled on a case-by-case basis. Please contact us by email at info@amainc.com or by phone at 1-805-541-3118 to discuss opportunities.

Thanks for your interest in our conferences!