



MEDIA GUIDELINES

STATEMENT OF PURPOSE

The following media guidelines are intended to provide helpful information to journalists who are interested in participating in and publishing information about the NORD® Rare Diseases & Orphan Products Breakthrough Summit®.

HOW TO REGISTER

To register as a member of the press, please contact media@rarediseases.org. Provide identification certifying that you are a member of the news media, including any of the following:

- Government-issued or media outlet press ID; business card showing verifiable current employment; or current membership card from the National Association of Science Writers
- News outlet webpage listing you as news staff (news director, editor, producer, reporter or anchor) or links to previous coverage
- Letter from the editor/producer on company letterhead or from a company email address that states you are covering the event on assignment

ELIGIBILITY REQUIREMENTS

Complimentary registration is reserved for individuals who will produce news coverage of the event and meet the following requirements:

- Individual is a credentialed journalist from a recognized print, broadcast, syndicated or online news organization
- Individual is a writer or editor from an online patient community
- Individual is a writer or editor from an online medical professional community

A maximum of two representatives from any news outlet will be allowed to register. If additional press registrations are needed, please contact NORD's Marketing and Communications Department at media@rarediseases.org.

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rarediseases.org ■ orphan@rarediseases.org

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SOCIAL MEDIA

The event hashtag is #NORDSummit. Attendees are encouraged to use the event hashtag when sharing content on social media.

IDENTIFICATION

Members of the news media are required to identify themselves as being with a media outlet whenever participating in the NORD Summit (i.e., when posing a question, responding to a question, connecting with an attendee, etc.).

INTERVIEWS

NORD's Marketing and Communications department can facilitate interviews with NORD staff and event speakers. If you are interested in scheduling interviews with other attendees, you must gain consent from those individuals and make arrangements with them directly.

RECORDING AND PHOTOGRAPHY

Filming, screenshots, and photography are prohibited for publication unless there is an agreement with NORD in advance of publishing. Journalists who wish to record audio or video may do so for note-taking purposes only, and may not post or broadcast audio or video excerpts.

CODE OF CONDUCT AND HARASSMENT POLICY

Media in attendance must follow NORD's event Code of Conduct, which is applicable to all guests and is available on NORD's website. NORD wishes for the event to be a positive experience for all and will not tolerate harassment of any kind.

VIOLATIONS

Any member of the press who violates these policies may have his or her press pass revoked. NORD reserves the right to revoke press access for current and future NORD events without obligation on the part of NORD for refund of any fees.

PRESS LIST POLICY

NORD does not share its press list or the names of press who are registered to attend externally.

CHANGES TO MEDIA GUIDELINES

These policies are subject to change. For questions or further information, please contact: media@rarediseases.org.

QUESTIONS

For any questions, please contact media@rarediseases.org.