

# Press Information

## Media Invite

We hereby would like to invite you to attend the 17th International Conference on Advanced Technologies & Treatments for Diabetes (ATTD 2024), which takes place from 6-9 March 2024, in Florence & Online.

Innovation in diabetes medicines and treatments, the most cutting-edge technologies, and the latest research. The field continues to move forward at full speed, and ATTD is at the forefront of those changes.

We invite you to join us and take part in the future.

Details about the program and press releases with the latest updates will be shared with you closer towards the Conference.

We look forward to seeing you at ATTD!

## Press Registration

We offer complimentary registration for members of the press. However, press credentials are required.

To register, please send us valid press ID card or a letter from the publisher of the institution/journal you are working for by email to: [reg\\_attd24@kenes.com](mailto:reg_attd24@kenes.com) Please, make sure you specify your full name and address.

## Embargo Policy

All abstracts and oral presentations are under embargo until the start of the ATTD 2024 Conference. The embargo will be lifted on **6 March 2024 at 09:00 CET**.

We produce and distribute press releases summarizing upcoming

content that will be presented at ATTD 2024. Parts of the content in the press releases, which refer to industry news and presented scientific papers, will be embargoed until the time and date clearly stated on the press release.

Our policy is to release information about the content presented at ATTD 2024 in a way that provides fair and equal access to all media representatives, allowing them to understand the most up-to-date version of the scientific findings that are to be presented. Media representatives and their institutions' press offices are encouraged to interact with the ATTD 2024 Communication Team ahead of publication, and benefit from the subsequent coverage.

Abstracts will be available in the Diabetes Technology & Therapeutics Journal at the start of the ATTD 2024 Conference starts on 6 March 2024.

The 15<sup>th</sup> ATTD Yearbook, the 2023 Yearbook, will be made available online from 6<sup>th</sup> of March.

## **Photography & videography**

Photography and videography are permitted at the ATTD 2024 Event only for registered media representatives. You are authorized to collect video material as follows:

- In the lobby, exhibition area and all common spaces outside the session halls.
  - In the session halls, during the first 5 minutes of any session from the front of the room unless you are specifically asked NOT to film by the speaker/chair/company representative.
- After 5 minutes, no flash photography will be allowed, and cameras will need to be removed from the front of the room.
- If you are staying after the first 5 minutes, you must have a seat in the audience.

# Interviews

You are allowed to arrange and conduct interviews with speakers and others at the ATTD Conference. Unfortunately, the ATTD organizers and communication team cannot assist with the arrangements.

As part of the authorization, we request you reference the content collected at ATTD 2024 and share it with us after it is published. We will happily re-share your content upon request on appropriate channels.

A selection of abstract authors have given authorization to share their contact details with the press for inquiries and potential interview requests. In case of interest, reach out to us to receive those details.

- [ATTD 2024 Press Release](#)
- [Roche Media Release](#)

## Questions/Inquiries?

Do you have any press-related questions? For any inquiries, please contact our communication team.

- Yulia Braun – [ybraun@kenes.com](mailto:ybraun@kenes.com)