



**EB 2012**  
**Policy for Exhibitor Marketing Materials**  
**in the Press Room**

The Experimental Biology Executive Officers last year adopted a revised policy regarding marketing materials in the Press Room. This policy prohibits exhibiting companies and nonexhibiting companies from placing promotional materials in the Press Room. Marketing brochures and company media kits should be distributed only at a company's booth in the exhibit hall.

Additionally, exhibitors and nonexhibitors who invite members of the media to EB2012 must notify the Press Room staffers so that arrangements for credentials and escorts, if necessary, can be made.

We value your support as a participating exhibitor and appreciate your cooperation.