



SIFMA Press Policy: 2018 Annual Meeting

The Securities Industry and Financial Markets Association (SIFMA) welcomes media coverage of the majority of its conferences, meetings, seminars, workshops, dinners and other events on important industry issues and topics. SIFMA recognizes that press coverage can help facilitate broader understanding of industry issues. At the same time, however, in order to meet the information and educational needs of its members, SIFMA enforces a few key policies regarding the media.

- **Reporters must register in advance.**
- **Press must hold their questions at SIFMA events until after members have first had an opportunity to ask their questions.**
- **Press, along with audience members, must identify themselves and the name of their publication when asking questions at open sessions.**
- **Press must wear conference name badges for the entire event.**
- **Speakers and panelists may be identified and quoted. However, reporters must first obtain permission to quote audience members who ask questions or comment during a meeting.**
- **Members of the media must identify themselves as members of the press when speaking with attendees during informal conversations at meetings and mutually agree as to whether the conversation is to be used in a story.**
- **Media are free to use tape recorders and laptop computers as long as they do not interfere with the proceedings. Video cameras are also permitted with advance notice.**

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SIFMA Annual Meeting 2018: Broadcast Coverage Policy

- Cameras are permitted with advance notice only.
- Cameras must be set by 6:00 am if you plan to film any portion of the morning program, to minimize disruption.
- Only general session speakers may be filmed (whether taken live or taped). Breakout sessions may not be filmed.
- Cameras are only permitted in the general session room, luncheon room, and in an area SIFMA designates as yours to conduct onsite interviews.
- Filming of the registration area, meeting breaks, meals, etc. is not permitted (ie, no b-roll). Cameras must be stationary and you may only film interviews that have been pre-arranged.
- Please provide SIFMA Public Affairs with the names and emails of all crew members who will be attending the conference, so they can be registered and can pass through security.

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