

Frequently Asked Questions – Press Conferences

GENERAL

ADLM's press conference program

Exhibitors at ADLM 2026 can participate in the press program for *free*. There are two press conference rooms, **Room 213C** and **Room 213D**. Press conferences will be held on Tuesday, July 28, and Wednesday, July 29, from 9 a.m. – 5 p.m. Timeslots are 45 minutes each and they start on the hour.

What is required to reserve a press conference slot?

Exhibitors can schedule a press conference slot by contacting Anne-Margaret Olsson, ADLM senior manager, engagement & online community at aolsson@myadlm.org. Then send a title and 100-word description for your press conference by Tuesday, July 7.

Is 45 minutes the maximum amount of time allotted for each press conference or would it be possible to reserve the room for longer?

45 minutes is the maximum time allotted for each press conference and it is not possible to reserve the room for longer.

Important: Exhibitors also cannot start or end their press conferences late. So for instance, if your timeslot is 9 – 9:45, you have to start at 9 and end at 9:45. You can't shift your timeslot so that you're starting at 9:15 and ending at 10.

Does ADLM have to approve my press conference topic?

No, it is entirely up to the exhibitor to pick a press conference topic.

What is the typical format for a press conference?

Your press conference can follow any format you'd like, but if you're looking for some guidance, this is the structure that many press conferences follow:

- Most press conferences have one moderator and 2-3 speakers. Any more than this is typically too much for a 45-minute press conference.
- Your moderator sets the stage for the story (why is this relevant to patients? How will this help those in the field? Etc. Essentially, the moderator typically sets up the problem.)
- The moderator speaks for no more than 5 minutes.
- The first speaker speaks for 10 minutes and gives the first part of the solution to the problem the moderator set up.
- The second speaker speaks for 10 minutes and gives the second part of the solution to the problem the moderator set up.
- The third speaker (or moderator, if there is no 3rd speaker) speaks for 5 minutes to finish the story of why your news is relevant.

- During the last 15 minutes, reporters ask questions, with the moderator directing questions to the appropriate speakers.

QUESTIONS ABOUT REPORTERS

How many reporters typically attend the press conferences?

It varies widely depending on the size of the company presenting, the news being presented, and how much you promote your press conference with reporters. Big companies can get up to 30-some reporters, while small companies might have one or two attendees. Overall, ADLM cannot guarantee reporter attendance at press conferences.

How many/what kind of reporters typically attend the ADLM Annual Meeting overall?

On average, we get between 40 - 50 reporters in attendance every year.

We get industry, general biotech/healthcare/science, and local reporters in attendance at the meeting. We occasionally get a couple of national reporters, too, but this is rare.

How does ADLM promote the press conferences with reporters?

ADLM will post a press conference schedule on meeting.myadlm.org in late July and will also email the press conference schedule to all registered press. Beyond that, it is the full responsibility of the exhibitor to promote their press conference with reporters.

ADLM can share the registered media list with exhibitors starting mid-July so that you can pitch your press conference to reporters who will be attending the meeting. You are also welcome to pitch your press conferences to reporters not on the registered media list. Reporters whom exhibitors invite to the meeting can register for the meeting for free at this link: <https://www.xpressreg.net/register/adlm0726/media/landing.asp>

To request either the prior-year media list or the current registered media list, email Moriah McDonald, ADLM coordinator of editorial and social media, at mmcdonald@myadlm.org. These lists allow you to pitch your press conference directly to targeted journalists.

How can you get reporters to attend your press conference?

ADLM works on getting media to the meeting overall, but once a press conference is scheduled, it is the exhibitor's responsibility to get reporters to attend that individual press conference.

As mentioned already, a good place to start with this is by getting the registered press list (see above for more detail).

Once you have the registered media list, start reaching out to reporters on the list (and any other reporters who you think might be interested in your news) about 2 weeks before the meeting. This is when reporters are going to be thinking about what to cover at the meeting and about what stories they're going to write. By this point, you should have talking points pulled together for your press conference, so you can use these to write really good targeted pitches.

In previous years, exhibitors have had a lot of success by being pretty persistent with reaching out to reporters. They let reporters know about their press conference before the meeting, and even on the day of, they were emailing reporters and reminding them that their press conference was happening.

Another good tactic post-press conference is to bring reporters to your booth on the show floor if you have a new technology or a new product that you want to show.

What other opportunities are there for me to promote my company, product, etc. with reporters?

In addition to the press conference opportunity, exhibitors can also post press releases related to ADLM 2026 in ADLM's digital press room. This will launch later in July and we'll send you more information when it does. If you're interested in learning more, reach out to Christine DeLong, ADLM director of editorial and media relations at cdelong@myadlm.org.

Is there space for media interviews outside the press conference room?

The interview room is **Room 212A**. If you want to reserve a space in the interview room, please contact Anne-Margaret Olsson at aolsson@myadlm.org. Please indicate the following:

- Date and time you would like to reserve
- The name(s)/publication(s) of the reporter(s) you're meeting with, once you have this information

AV/TECH SUPPORT

Is there wi-fi in the press conference rooms?

In the press conference rooms, exhibitors will be able to use the same wi-fi that is available throughout the convention center. There is no separate wi-fi for the press conference rooms, though, so just be aware that it potentially might not be that strong or reliable.

Will there be tech support in case something goes wrong with the projector, etc.?

If you need tech support, come to the press room (**Room 213AB**) which is right next door to the press conference rooms. An ADLM staff member sitting at the front desk of the press room will call tech support for you.

We will have a conference call line so that reporters can cover our press conference remotely. Is there anything we need to do to arrange this?

Provide reporters with the number and call-in code. Other than that, the room is already equipped with speaker phone capabilities.

We would like to show a video at our press conference. Do the press conference rooms come with all the equipment needed for this?

ADLM will provide:

- The projector
- The projection screen
- Speakers
- Speaker phone

You will have to bring your laptop to show the video. Also, we recommend having the video saved to your laptop in case the wi-fi is slow.

Will we be provided with the appropriate adapter cords to connect our computer?

It is recommended that exhibitors bring their own. If you don't have them, ADLM can provide them, but we will have to contact Freeman AV (the company that provides tech support at the ADLM Annual Meeting) to bring the cords on the day of the press conference.

For the exact info on what specific adapter cords they should bring, exhibitors can reach out to Brendan Markowski at brendan.markowski@freeman.com.

Will we be provided with a PowerPoint clicker? Can we get a lavalier microphone (instead of the standard podium mic)?

If you want either of these for your presentation, please contact Brendan Markowski with Freeman AV at brendan.markowski@freeman.com. *You will be responsible for paying for either a PowerPoint clicker or lavalier mic.*

GENERAL ROOM SET UP

What is provided in the press conference room?

Press conference rooms will include the following complimentary amenities: seating for 40 people, one long table for panelists, a table for handouts, a podium including a microphone and sound system, an LCD projector, projection screen, speakers, and speaker phone capability.

Exhibitors must bring their own laptops for the presentation.

Please note that exhibitors holding press conferences are also responsible for providing call-in numbers for reporters if you want them to cover your event remotely. ADLM will

have the speakerphone capability in the room, but exhibitors are responsible for the number and sharing it with reporters.

How will the room be set up? (A related question: How big is the projection screen in the press conference room?)

Exhibitors can request the floor plan for their press conference room by contacting Anne-Margaret Olsson at aolsson@myadlm.org.

If we would like to make changes to this set up, how do we submit those requests?

Exhibitors can make changes to how the chairs and tables are set up as long as they move them back into their original positions before the press conference is over.

AV equipment can NOT be moved.

Can we set up a table with chairs outside the room as a registration table? (Or can we get extra tables set up inside the room?)

Yes. The room comes with two tables, but if an exhibitor needs extra (either inside or as a registration table), ask Anne-Margaret Olsson at aolsson@myadlm.org.

Would it be possible to get into the room early to set up?

It depends on whether there is another company presenting prior to your press conference time.

Can we serve food, drinks, coffee, tea, etc. during our press conference?

Exhibitors can order food and beverages or get information about this by reaching out directly to the Anaheim Convention Center at acc-catering@aramark.com. When placing your food and beverage order, please be sure to state that the order is for the press conference room and not your booth.

An important note is that exhibitors are responsible for covering the cost of any food ordered.

CONTACTS FOR EXHIBITORS

Catering contact:

Please submit food and beverage form acc-catering@aramark.com

AV contact:

Brendan Markowski

brendan.markowski@freeman.com