

Publicity Guidelines for the IEEE International Electron Devices Meeting

The IEEE International Electron Devices Meeting (IEDM) is the world's premier technical conference for presentation of the latest and best research on transistors and other electron devices. Here are guidelines for releasing news from your organization's accepted IEDM papers prior to the conference:

- 1) In IEDM's own pre-conference publicity, we may highlight various papers from your organization and thereby generate good publicity for both the meeting and for your company, unless you have told us beforehand that you don't want them used for pre-conference publicity. We may even make an entire paper available to the press on a case-by-case basis. We will alert you to any resulting media interest that we know about.
- 2) You can issue news releases concerning your organization's papers at any time before the conference. But you CANNOT include substantial technical details in those news releases. Nor can you release any substantial technical details from the abstract to the press by any other means, including the Internet, your organization's web page, in presentations, via third parties or by some other way. If considerable information is released prior to the conference (for example, too many technical details), the IEDM executive committee will withdraw the submission and the paper will not be presented.

There are no hard and fast rules to determine how much technical information is too much, because each paper topic is different. Rather, it is important to keep in mind the spirit and the intent of the pre-publication policy. The policy is put in place to ensure that the IEDM is the premier place for the technical community to present their results for the first time. Attendees come to the IEDM expecting to hear and to share technical results that are new and substantial, so that everyone can learn from each other. Substantial disclosure of the material prior to the conference diminishes the value of attending it.

- 3) Please keep in mind the paper originally submitted in August (or September, for late-news papers) is the reference for the executive committee. If the content of your news release overlaps considerably with that of the paper, the paper will be withdrawn. That is true even if your researchers will include and present more details in December at the IEDM than are contained in the original paper. While that may make for a compelling presentation in December, it will not expand what you can release to the public prior to the conference. Again, it is the spirit of the policy that we would like to focus on.

- 4) In general:

- Talk in general terms about the advances your researchers have made. Concentrate more on why they would be important to the IC industry, rather than on specific details of how a device was fabricated and its relevant figures of merit.
- Your news releases should aim to tantalize and tease, so that the press and others will be motivated to come to the IEDM to view the presentation and to learn more about the topic and how your company spearheads the work. The aim should not be to preview the paper by giving out key technical details.

- We encourage you to send us your press materials for review before you issue them. The IEDM executive committee promises a prompt response. If it is not possible to do that, then please include us on your distribution list. Also, we would appreciate it if you mention IEDM by name in your press materials and link to our web site where appropriate, www.ieee-iedm.org.

We are writing in a spirit of cooperation and for mutual benefit. The IEDM is only possible in the first place because of the participation and cooperation of technical colleagues from around the world. In that same spirit, we want you to know that by working in concert with us according to these simple policies, it will be possible both to generate the coverage your organization desires, and also to preserve the IEDM's status as the place to go to learn about the latest and best research.