



## Press Guidelines

The American Academy of Dermatology is pleased to facilitate media coverage of the 2024 AAD Innovation Academy.

The 2024 AAD Innovation Academy will be held August 1-4, 2024, at the Seattle Convention Center in Seattle. The meeting features noted speakers who will present the latest scientific advancements in the diagnosis and medical, surgical, and cosmetic treatment of skin, hair, and nail conditions.

While the AAD will not be offering an on-site press office this year, eligible media can cover the meeting remotely by using the following resources:

- Handouts, if available
- Interview opportunities with speakers

If you are interested in covering the 2024 Innovation Academy, please contact [mediarelations@aad.org](mailto:mediarelations@aad.org).

### **PRESS REGISTRATION REQUIREMENTS**

To qualify for press credentials, all media must submit the following:

- **Bylined samples of work.**
  - **Those who were previously granted press credentials to an AAD scientific meeting must provide bylined samples of coverage from that meeting.**
  - **Those who have not previously been granted press credentials to an AAD scientific meeting must submit bylined samples of coverage of the specialty of dermatology.**
  - **Samples originally produced in another language must be translated to English, with a clearly denoted byline.**
  - **Freelance writers must provide a letter of assignment on the news organization's letterhead. Freelance writers who were previously granted press credentials to an AAD scientific meeting must provide bylined samples of coverage from that meeting in addition to their letter of assignment.**

### **Online/Digital Media/Bloggers:**

To qualify:

- You must represent a commercial website that posts original editorial news coverage at least once a week. The website must extend beyond original forums, personal websites, personal analysis or opinion.
- If a website is its content is sponsored, it must be sponsored by more than one product, service or company, and all sponsors must be clearly identified.
- Outlets must have been in continuous operation for at least six months.
- Bloggers must write for independent websites that contain original, dated editorial content about dermatology, or skin, hair and nails.
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- Blogs must have a readership of more than 10,000 unique visitors per month.

The AAD limits the number of press credentials issued per media organization to five. Freelance writers contracted by a media organization and scheduled to cover this meeting are included in the total number of registrants for that organization.

Any dermatologist working for a recognized news organization must register for the 2024 AAD Innovation Academy as an AAD member before registering as press.

### **INELIGIBLE PRESS REGISTRANTS**

The AAD does not issue press credentials to:

- Publishers.
- Advertising, marketing, public relations or sales representatives.
- Industry/exhibitor press officers or their public relations consultants.
- Educational program developers (including writers and editors of continuing medical education content or its international equivalent).
- Financial or business analysts.
- Trade media management personnel.
- Individuals who are not covering the meeting for a recognized news organization.

Media are allowed to have a dedicated page(s) for online content of the AAD's Innovation Academy under the following circumstances:

- The media organization does not generate specific revenue exclusively from their coverage of the AAD's Innovation Academy.
- The media organization does not use the logo or state "official coverage" on their AAD Innovation Academy dedicated online content page(s); and
- The media organization includes a disclaimer on their dedicated AAD Innovation Academy online content page(s) noting that the content was developed independently and is not endorsed by the AAD.

The AAD reserves the right to refuse registration to any individual.

### **COPYRIGHT INFORMATION**

The 2024 AAD Innovation Academy is wholly owned by the AAD and is not a public event. Programs presented at the 2024 AAD Innovation Academy are for the education of attendees. Any unauthorized use of program content, which includes, but is not limited to, oral presentations, audiovisual materials used by speakers, poster abstracts, and program papers, outlines and handouts, without the written consent of the AAD is prohibited and will be grounds for termination of press credentials, a ban from future meetings, and prosecution for infringement of applicable copyright law.

Handout materials are prepared and submitted for distribution by the presenters, who are solely responsible for their content. Any information presented during the 2024 AAD Innovation Academy, may be used as background information only. **Under no circumstances may the information presented at the 2024 AAD Innovation Academy be republished in its original format in print, broadcast or electronic media.**

The views expressed and the techniques presented by the speakers at AAD-sponsored educational meetings are not necessarily shared or endorsed by the AAD. The AAD requires speakers to disclose all relevant personal/professional relationships and unapproved or "off-label" uses of medical devices or pharmaceutical agents that they discuss, describe or demonstrate during their presentations. Media must use their independent judgment in applying the information discussed in AAD education sessions or posters.

### **UNAUTHORIZED PRESS ACTIVITIES**

Any individual registered as press who violates the AAD's press guidelines will immediately forfeit his or her press credentials and may be barred from future meetings. Specifically, members of the media will be considered to be in violation of the AAD's policies if:

- They develop CME materials, or the international equivalent, from 2024 AAD Innovation Academy content.
- They are found to have misrepresented themselves or their media organization in order to obtain press credentials to cover the 2024 AAD Innovation Academy.
- They violate the regulations outlined in these press guidelines.
- They repurpose the AAD's meeting content into a stand-alone medium (print, broadcast or electronic) either for revenue or without charge.
- They produce a stand-alone medium (print, broadcast or electronic) that uses the AAD's name or logo to imply endorsement from the AAD are also ineligible to cover the 2024 AAD Innovation Academy.

**The AAD reserves the right to refuse press registration for the 2024 AAD Innovation Academy to any individual.**

#### **INTERPRETATION & APPLICATION OF PRESS GUIDELINES**

All matters and questions not specifically covered by these press guidelines are subject to the decisions of the AAD. The AAD reserves the right to amend or supplement these guidelines as necessary and provide notice of such changes to registered press.

*Thank you for your interest in covering the 2024 AAD Innovation Academy.*

*If you have any questions about these guidelines or the 2024 AAD Innovation Academy, please contact the AAD's Communications Department at [mediarelations@aad.org](mailto:mediarelations@aad.org).*