



## Press Guidelines for Exhibitors

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The American Academy of Dermatology is pleased to welcome exhibitors to the 2025 AAD Annual Meeting at the Orange County Convention Center. The 2025 AAD Annual Meeting will be held from Friday, March 7, through Tuesday, March 11.

The following guidelines for the 2025 AAD Annual Meeting apply to exhibitors and their marketing and public relations personnel.

### **Press Materials**

- The AAD's Press Office is responsible solely for the extensive media activities conducted by the AAD and does not promote any products, companies, or services. **Exhibitor press kits are not allowed in the Press Office.**
- Exhibitors may distribute press releases or press kits to the media at their booths.
  - Exhibitors are not permitted to distribute press materials outside of the exhibit floor or in the hotels used by the AAD during the Annual Meeting.
  - Exhibitors may reference that their news was announced at the 2025 AAD Annual Meeting in Orlando in their press materials. Any press materials referencing the AAD should be shared with [mediarelations@aad.org](mailto:mediarelations@aad.org) by Wednesday, February 26, 2025.
  - Exhibitors are allowed to issue curtain-raiser news releases prior to the Annual Meeting as long as they do not include any of the research data that will be announced at the Annual Meeting.
  - Exhibitors are not permitted to use the AAD logo or boilerplate in press materials. Curtain raisers can be issued beginning at 9 a.m. (EST) on Friday, February 28, 2025.
  - Press materials should not give the perception that the AAD is endorsing or recommending a product or service.
- Unless otherwise stated, the official release time for material presented in scientific sessions is the date and start time of the educational session in which that material is presented.
  - In cases in which the same material or topic is presented in two or more educational sessions, the earliest session will be considered the official release time.
  - The official release time of e-posters with oral presentations, as well as abstract titles, authors, and presentation date/time, is Friday, February 28 at 9 a.m. (EST).
  - For Late-Breaking Research Session 1, the abstract content will be embargoed until 9 a.m. (EST) on Saturday, March 8, 2025. For Late-Breaking Research Session 2, the content will be embargoed until 1 p.m. (EST) on Sunday, March 9, 2025.

### **Press Activities**

- The AAD's Press Office will be located in Room W205A of the Orange County Convention Center. Press Office hours are:
  - Friday, March 7: 7 a.m. to 5 p.m.
  - Saturday, March 8 through Monday, March 10: 8 a.m. to 5 p.m.
  - Tuesday, March 11: not open
- The Press Office is for use by registered media only.
  - AAD members may enter the Press Office to participate in an interview with a registered member of the press, and those speaking on behalf of an exhibiting company may be accompanied by one representative of that company for the interview and should not remain in the room for more than one hour.
  - Media-related activities may be hosted by exhibiting companies in Orlando. These activities must be held offsite and not at the convention center. Exhibitors must receive prior approval via the [Exhibitor Meetings & Events Request Form](#) to host any off-site activities in conjunction with the AAD Annual Meeting.

- If you have any questions/concerns as to whether an activity fits within the AAD's guidelines, reference the [Exhibitor Resources](#) meeting page.
- Media-related exhibitor activities may not be scheduled during the AAD's educational and exhibit program hours. Media-related activities are permitted at the following times:

Wednesday, March 5, and Thursday, March 6  
 Friday, March 7, through Sunday, March 9  
 Monday, March 10  
 Tuesday, March 11

All Day  
 Before 7:15 a.m. & After 7 p.m.  
 Before 7:15 a.m. & After 5:30 p.m.  
 Before 7:15 a.m. & After 12 p.m.

### **Press Registration**

- Exhibitors who would like to invite media representatives to attend the meeting should advise them to visit the [press registration media resources webpage](#). The AAD will only discuss the status of a press registration application with the applicant.
  - For press registration criteria, please review the [AAD's Press Guidelines](#).
- Companies who wish to contact media covering the meeting may request a list of media who have consented for their information to be shared by contacting Rose Manzi at [rmanzi@aad.org](mailto:rmanzi@aad.org) after Friday, February 21, 2025.
- The AAD does not issue press badges to publishers; advertising, marketing, public relations, or sales representatives; industry/exhibitor press officers and their public relations consultants; financial or business analysts; educational program developers (including writers and editors of continuing medical education content or its international equivalent); trade media management personnel; and individuals who are not covering or assigning articles for the meeting for a recognized news organization.
- The AAD has the right to inspect the credentials of anyone registering in the Press Office and reserves the right to refuse to register any individual as press.

### **Photography, Video Recording, Streaming Video**

Due to the sensitive scientific nature of many products and services displayed within the exhibit hall, the Academy enforces strict policies regarding photography and videography as follows:

Photography, Videography/Streaming Video is only permitted under the following conditions:

- Exhibiting companies are required to use the [AAD official photographer/videographer](#) with the code: AAD25 or their own full-time staff (no contractors).
- Exhibitors may only photograph/videotape within the confines of their own contracted exhibit or meeting space.
- Exhibitors may not photograph another company's exhibit booth, personnel or activities, or any other areas of the exhibit hall or AAD meeting space/venue.
- Exhibitors are prohibited from inviting outside photographers or videographers into the exhibit hall to document their booth and/or their products or services. Anyone with a camera or recording device attempting to gain access to the exhibit hall will be denied entry. This includes non-registered staff from the exhibitor's company, local broadcast media, or public relations staff under contract with the exhibitor.

Conference attendees may take photographs during oral or poster presentations provided that the photographs are strictly for personal, non-commercial use and are not to be published in any form. Attendees are prohibited from using flash photography or otherwise distracting the presenters or members of the audience.

Attendees will be required to agree to the official meeting policies during registration which can be [found here](#). Included is a stipulation that photos will only be used for personal, non-commercial use. Speakers may use watermarks or include text on slides to indicate personal copyright of images.

### **Copyright Information**

- The 2025 AAD Annual Meeting is wholly owned by the AAD and is not a public event. Programs presented at the Annual Meeting 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 meeting credentials, a ban from future meetings, and prosecution for infringement of applicable copyright law.
  - Under no circumstances may the information presented at the 2025 AAD Annual Meeting, with the exception of news releases, be republished in print, broadcast, or electronic media in its original format.
- 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 any unapproved or “off-label” uses of medical devices or pharmaceutical agents that they discuss, describe, or demonstrate during their presentations.

#### **Interpretation & Application of Press Guidelines for Exhibitors**

All matters and questions not specifically covered by these guidelines are subject to the decisions of the AAD. Members of exhibiting organizations agree to comply with all subsequent reasonable rules adopted by the AAD.

#### **Contact Information**

***If you have any questions about these guidelines or 2025 AAD Annual Meeting media activities, please contact the AAD’s Communications Department at [mediarelations@aad.org](mailto:mediarelations@aad.org), or visit the Press Office Room W205A in the Orange County Convention Center.***