AAD annual MEETING
MARCH 19–23, 2027
SAN FRANCISCO, CA

Exhibitor Press Guidelines

The American Academy of Dermatology is pleased to welcome exhibitors to the 2027 AAD Annual Meeting in San Francisco!

The following guidelines for the 2027 AAD Annual Meeting apply to exhibitors and their marketing and public relations personnel. The guidelines detail requirements for press registration, press materials, and other press activities by exhibiting companies.

Contact Information

If you have questions about these guidelines or the 2027 AAD Annual Meeting, please contact the AAD Media Relations Team at **pressregistration@aad.org**, or visit the Press Village in the Moscone Center, in the North Lobby near the escalator leading to the Exhibit Hall.

Press Village & Registration

Exhibitors who would like to invite media representatives to attend the meeting must ask them to register as press through the AAD's press registration media resources webpage. The AAD will only discuss the status of press registration with the applicant. For press registration criteria, please review the AAD's Press Guidelines.

Those registered as press may use the Press Village and its accompanying amenities, including:

- Private interview/podcast recording pod, by reservation.
- Light refreshments and snacks.
- Direct access to board-certified dermatologists during advertised office hours.
- Support and resources from AAD staff to connect with dermatologists and identify relevant sessions.

Doctors and other meeting attendees speaking on behalf of exhibiting companies are only permitted to access the Press Village if they are participating in a media interview with a registered member of the press. In these cases, interviewees must be accompanied by a registered member of the press at all times and should not remain in the space for longer than their interview.

Press Village Information

Location: North Lobby, Outside the Exhibit Hall
Moscone Center
747 Howard St.
San Francisco, CA 94103

Annual Meeting runs from March 19–23, 2027. The Press Village hours are as follows:

Hours of Operation	
Friday, March 19	7 a.m. – 5 p.m. PT
Saturday, March 20	8 a.m. – 5 p.m. PT
Sunday, March 21	8 a.m. – 5 p.m. PT
Monday, March 22	Closed
Tuesday, March 23	Closed



Press Materials

The AAD media relations team 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 Village.**

Exhibitors may distribute press kits or press materials in 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 2027 AAD Annual Meeting in San Francisco in their press materials. Any press materials referencing the AAD, including curtain raisers, should be shared with **mediarelations@aad.org** by March 4, 2027.
- 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. Curtain-raiser news releases are embargoed until 9 a.m. CST March 11, 2027.
- Exhibitors are not permitted to use the AAD logo or boilerplate in press materials.
- Press materials should not give the perception that the AAD is endorsing or recommending a product or service

Release Time & Attribution

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.

Release Times

Poster Abstract Titles and Authors	9 a.m. CT Friday, March 12, 2027
Full Poster Abstracts	7:30 a.m. PT Friday, March 19, 2027
Late-Breaking Research Session 1	9 a.m. PT Saturday, March 20, 2027
Late-Breaking Research Session 2	1 p.m. PT Saturday, March 20, 2027

Exhibitor Press-Related Activites

Media-related activities may be hosted by exhibiting companies in San Francisco. These activities must be held off-site 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 Exhibitor Media Guidelines, reference the Exhibitor Resources on the 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 17	All Day
Thursday, March 18	All Day
Friday, March 19	Before 7:15 a.m. & After 7 p.m. PT
Saturday, March 20	Before 7:15 a.m. & After 7 p.m. PT
Sunday, March 21	Before 7:15 a.m. & After 7 p.m. PT
Monday, March 22	Before 7:15 a.m. & After 5:30 p.m. PT
Tuesday, March 23	Before 7:15 a.m. & After 12 p.m. PT

Additional Press Registration Information

- 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 **mediarelations@aad.org** after Friday, February 19, 2027.
- 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 do not have intent of editorial coverage via traditional media, online media, or non-traditional media.
- 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, and Audio Recording

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: AAD27 or their own full-time staff (no contractors).
- Exhibitors may only photograph/videotape within the confines of their own 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 onto the exhibit floor to document their booth and/or their products or services. Anyone with a camera or recording device attempting to gain access to the exhibit floor 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.

Meeting 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 sign an attestation during registration stipulating that they agree that the 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.

Press registrants invited by exhibiting companies are permitted to use Press Village facilities to record interviews.

Copyright Information

The 2027 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 press credentials, a ban from future meetings and prosecution for infringement of applicable copyright law.

Abstracts are prepared and submitted for distribution by the presenters, who are solely responsible for their content. Any information presented during the Annual Meeting, with the exception of news releases, may be used as background information only.

Under no circumstances may the information presented at the 2027 AAD Annual Meeting, apart from news releases, 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.

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 exhibitors and press. Members of exhibiting organizations agree to comply with all subsequent reasonable rules adopted by the AAD.