



**2020 AAD Annual Meeting**  
**Denver, Colorado**  
**March 20-24, 2020**  
COLORADO CONVENTION CENTER



## Press Guidelines for Exhibitors

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The American Academy of Dermatology is pleased to welcome exhibitors to the 2020 AAD Annual Meeting at the Colorado Convention Center. The 2020 AAD Annual Meeting will be held from Friday, March 20, through Tuesday, March 24.

The following guidelines for the 2020 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 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 technical exhibit floor or in the hotels used by the AAD during the Annual Meeting.
  - Exhibitors are not permitted to use the AAD logo or boilerplate on press materials.
- 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 by one individual in two or more educational sessions, the earliest session will be considered the official release time.
- The official release time of the poster exhibits and late-breaking abstracts is 7 a.m. Eastern on Friday, March 20.

### **Press Activities**

- The AAD's Press Office will be located in Room 103 of the Colorado Convention Center. Press Office hours are: 7 a.m. to 5 p.m. Friday, March 20, and 8 a.m. to 5 p.m. Saturday, March 21, through Monday, March 23.
- 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.
  - When participating in media interviews in the Press Office, interviewees and company representatives must be accompanied by a registered member of the press as all times and should not remain in the room for more than one hour.
- Media-related activities may be hosted by exhibiting companies in Colorado. These activities must be held off-site and not at the convention center. Exhibitors must receive prior approval via the [Exhibitor Function Request Form](#) to host any offsite activities in conjunction with the Annual Meeting.
  - If you have any questions/concerns as to whether an activity fits within the AAD guidelines, the AAD recommends you submit it to <https://www.aad.org/member/meetings/am2020/hub/exhibitors> for approval.
- 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:

Tuesday, March 17, through Thursday, March 19	All Day
Friday, March 20, through Sunday, March 22	Before 7:15 a.m. & After 7 p.m.
Monday, March 23	Before 7:15 a.m. & After 5:30 p.m.
Tuesday, March 24	Before 7:15 a.m. & After 12:00 p.m.

## **Press Registration**

- Exhibitors who would like to invite media representatives to attend the meeting should advise them to register at <https://www.aad.org/meetings/annual-meeting/registration/press-registration>. 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 view a list of media who have consented for their information to be shared.
- 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 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 or services displayed within the technical 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, 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 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.

Conference attendees may take photographs during oral or poster presentations provided that the photographs are strictly for personal, noncommercial 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.

The AAD Meetings are wholly owned by the Academy and not public events. Programs presented at the AAD Meetings are for the education of attendees and purchasers of recorded presentations as authorized by the Academy. Any unauthorized use of program content, the name of an Academy speaker and/or program title, or the name of Academy without the written consent of the Academy is prohibited and will be grounds for termination of exhibitor privileges and prosecution for infringement of the copyright laws.

For purposes of the preceding sentence, 'program content' includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program papers, outlines, other hand-outs, poster presentations and exhibition hall activities. This rule applies to unauthorized uses of Academy program content before, after and/or during the meeting.

### **Copyright Information**

- The 2020 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 2020 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 2020 AAD Annual Meeting media activities, please contact the AAD’s Communications Department at (847) 330-0230 or [mediarelations@aad.org](mailto:mediarelations@aad.org), or visit the Press Office (Room 103) in Colorado.***