



Press Guidelines

The American Academy of Dermatology is pleased to facilitate media coverage of the 2026 AAD Innovation Academy.

The 2026 AAD Innovation Academy will be held July 16–19, 2026, at the New York Hilton Midtown in New York City. 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

Individuals producing editorial content or assigning editorial content for **recognized print, online, or broadcast news organizations** are eligible for press credentials. If your application is approved, your meeting registration fees will be waived.

Interested journalists and editors should email mediarelations@aad.org for an application.
Registration closes on Friday, June 26, at 12 p.m. CT.



Press Registration Requirements

In addition to the Press Registration Application, all media must submit the following:

- Those who have attended a previous AAD scientific meeting must provide bylined samples of coverage from that meeting.
- Those who have not attended 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. **Please be advised that press applications submitted without supporting documents and/or not submitted in English will not be considered.**
- Freelance writers must provide a letter of assignment on the news organization's letterhead. Freelance writers who have attended a previous AAD scientific meeting must provide bylined samples of coverage from that meeting in addition to their letter of assignment.

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 AAD or its meeting 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): "This content was developed by independently and is not endorsed by the American Academy of Dermatology."

Online/Digital Media/Bloggers

To qualify to remotely cover the 2026 AAD Innovation Academy:

- 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 or 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.
- Blogs must have a readership of more than 10,000 unique visitors per month.

Pre-existing relationships with AAD members have no bearing on press eligibility. All applicants must meet the aforementioned registration requirements to qualify for press credentials, regardless of any pre-existing relationships.

The AAD limits the number of press badges issued to **five** per media organization. Freelance writers contracted by a media organization and scheduled to attend 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 meeting as an AAD member before registering as press.



Ineligible Press Registrants

The AAD does not issue press access 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.

Note: Media who repurpose or have repurposed the AAD’s meeting content into a stand-alone medium (print, broadcast, or electronic) either for revenue or without charge, are ineligible to receive press access. For more information, see the Copyright Information section below. In addition, press who produce or have produced 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 receive press credentials.

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

Press registrants are prohibited from developing CME content, or its international equivalent, based on information presented at the AAD Annual Innovation Academy.

Copyright Information

The 2026 AAD Innovation Academy is wholly owned by the AAD and is not a public event. Programs presented at the 2026 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 2026 AAD Innovation Academy, may be used as background information only. Under no circumstances may the information presented at the 2026 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.



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. Should the AAD have reason to suspect that press guidelines are being violated, the AAD reserves the right to remove access and ban any member of the media for violation of the guidelines.

Contact Information

Thank you for your interest in covering the 2026 AAD Innovation Academy.

If you have any questions about these guidelines or the 2026 AAD Innovation Academy, please contact the AAD's Media Relations Team at mediarelations@aad.org.