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

Licensee Press Guidelines

Thank you for partnering with the American Academy of Dermatology. This guide outlines the policies, privileges, and requirements for official licensees covering the 2027 Annual Meeting.

Press Materials

Your licensing agreement must be fully executed before you are able to receive Annual Meeting credentials. Once your agreement has been finalized, the AAD Licensing and Media Relations teams will complete your registration process.

Badge Pickup

Official licensees must check in at the Press Village, in the North Lobby near the escalator leading to the Exhibit Hall, to receive their meeting badge. Please bring a government-issued photo ID to obtain your badge.

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

AAD Press Village NEW THIS YEAR!

Meeting Policies

During registration, all attendees agree to the AAD Annual Meeting policies, including policies governing photography and use of presentation materials.

Presentation slides, images, and other meeting content remain subject to copyright and may include speaker restrictions or watermarks.

Meeting Policies (Continued)

As an official licensee, you **may** attend:

- Focus sessions, symposia, and forums after all meeting attendees have been seated.
- Courses after all ticketed attendees have been seated. If a ticketed event is overcrowded, entry may be prohibited due to fire code regulations.
- Restricted sessions Restricted, except for live demonstrations or hands-on sessions. Press without a ticket may attend these sessions but need to stand in the back of the room until 15 minutes after the session starts. They may then take a seat.
- The opening ceremony, which includes a keynote speaker, on Friday, March 19, from 5–6:30 p.m. PT.
- The AAD's annual business meeting on Sunday, March 21, from 9 a.m.–12 p.m. PT. **Please note, the Annual Business Meeting will take place prior to the plenary award winner talks which will begin at 10:00 a.m. PT with welcome remarks. Subject to change.*
- The plenary session (P002) on Sunday, March 21, from 9:30 a.m.–12 p.m. PT.
- Exhibits will be located in the North Lobby. Poster viewing portals will be in West building level 2 and posters will be available online starting at 7:30 a.m. PT on Friday, March 19.

Please note that access may be limited due to room capacity or fire code requirements.

As an official licensee, you **may not** attend:

- Live demonstrations (C002 and C004).
- Hands-on workshops (W001, W002, W003, W004, W005, W006, W007, W008).
- Media Training: Developing and Delivering Key Messages (C005, C007).
- AAD business/operational meetings (beyond the plenary), including Board of Directors, Advisory Board, council, committee, and task force meetings, and any special meetings/forums of the AAD membership.

Audio, Video, and Photography

As an official licensee, you **may**:

- Use the AAD licensee logo.
- Record audio for personal use (i.e., gathering information). If recording a source for quotation, media must obtain that source's permission in advance.
- Record interviews only in your assigned room.
- Attend the opening ceremony, which includes a keynote speaker, on Friday, March 19, from 5–6:30 p.m. PT.
- Conduct interviews that have been arranged in advance with participating interviewees in your assigned filming room.

As an official licensee, you **may not**:

- Use any device to photograph scientific material, including slide presentations and poster exhibits, for publication.
- Record video in the scientific sessions, the poster exhibit area, or the exhibit hall.
- Record video interviews or conduct live interviews anywhere except in your assigned room.
- Approach meeting attendees for on-the-spot video interviews.

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 **mediarelations@aad.org** after **Friday, February 27, 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 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.

Code of Conduct

Failure to comply with AAD media and licensing policies may result in:

- Immediate revocation of meeting credentials.
- Removal from the meeting.
- Ineligibility for future AAD meetings.

If you have questions about these guidelines, please contact the AAD Media Relations Team at **pressregistration@aad.org**.

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 Licensee 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.