



## Press Guidelines

The American Academy of Dermatology is pleased to facilitate media coverage of the AAD VMX 2021, a virtual meeting experience.

### **GENERAL INFORMATION**

The AAD has a limited number of registrations available for the AAD VMX 2021, and those are prioritized for AAD members, non-member dermatologists, and others focused on dermatologic patient care.

However, individuals producing editorial content for a **recognized print, online or broadcast news organization** are eligible for **press credentials**, which will give them access to this valuable content via a password-protected web page with the pre-recorded scientific sessions and late-breaking research presentations loaded on it, as well as links to the late-breaking abstracts and electronic posters.

### **PRESS REGISTRATION REQUIREMENTS**

To qualify for press credentials, all media must complete the [Press Registration Application](#) and submit the following:

- **Bylined samples of work.**
  - 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.
  - Freelance writers must provide a letter of assignment on the news organization's letterhead.
  - Those who have attended a previous AAD scientific meeting **must provide bylined samples of coverage from that meeting in addition to their letter of assignment.**

**Please be advised that press applications submitted without supporting documents will not be accepted.**

#### **Online/Digital Media/Bloggers:**

- To qualify as online media, 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 is sponsored, it must be sponsored by more than one entity, and all sponsors must be clearly identified.
- Outlets must have been in continuous operation for at least six months. Content cannot be sponsored by a single product, service or company.
- 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.

The AAD limits the number of press credentials issued per media organization to five. Freelance writers contracted by a media organization and scheduled to cover 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 VMX as an AAD member before registering as press.

### **INELIGIBLE PRESS REGISTRANTS**

The AAD does not issue press credentials 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.

### **PRESS CREDENTIAL ACCESS**

Registered press will have access to a password-protected web page with the pre-recorded scientific sessions and late-breaking research presentations loaded on it at the start of the conference, as well as links to the late-breaking abstracts and the electronic posters. These presentations will be available for your review for the next two months until June 23.

If you are interested in interviewing a speaker(s) from the conference, please let the AAD's Communications staff know at [mediarelations@aad.org](mailto:mediarelations@aad.org), and they will provide the speakers' contact information so that you can schedule an interview with them.

**PLEASE NOTE: The pre-recorded scientific sessions and late-breaking research presentations are offered as background only and cannot be republished.**

### **RELEASE TIME & ATTRIBUTION**

The official release time for content, abstracts and posters presented at the AAD VMX 2021 is Friday, April 23 at 9am (Central).

### **EXHIBITOR MEDIA RELATIONS**

Exhibitors may distribute press releases or press kits to the media through their normal media relations activities.

### **COPYRIGHT INFORMATION**

The AAD VMX 2021 is wholly owned by the AAD and is not a public event. Content presented at the AAD VMX 2021 is 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.

Slides and abstracts are prepared and submitted for distribution by the presenters, who are solely responsible for their content. Any information presented during the AAD VMX 2021, may be used as background information only. **Under no circumstances may the information presented at the AAD VMX 2021 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.

#### **UNAUTHORIZED PRESS ACTIVITIES**

Any individual registered as press who violates the AAD's press guidelines will immediately forfeit his or her press credentials and may be barred from future meetings. Specifically, members of the media will be considered to be in violation of the AAD's policies if:

- They develop CME materials, or the international equivalent, from AAD VMX 2021 content.
- They are found to have misrepresented themselves or their media organization in order to obtain press credentials to cover the AAD 2021 VMX.
- They violate the regulations outlined in these press guidelines.
- They repurpose the AAD's meeting content into a stand-alone medium (print, broadcast or electronic) either for revenue or without charge.
- They produce 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 cover the AAD VMX 2021.

**The AAD reserves the right to refuse press registration for the AAD VMX 2021 to any individual.**

#### **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.

***Thank you for your interest in covering the AAD VMX 2021.***

***If you have any questions about these guidelines or the AAD VMX 2021, please contact the AAD's Communications Department at (847) 330-0230 or [mediarelations@aad.org](mailto:mediarelations@aad.org).***