



## Press Guidelines

The American Academy of Dermatology is pleased to welcome the media to the 2020 AAD Annual Meeting at the Colorado Convention Center in Denver.

### **GENERAL INFORMATION**

The 2020 AAD Annual Meeting will take place from Friday, March 20, through Tuesday, March 23. The Press Office is 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 not open on Tuesday, March 24.

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

Journalists are encouraged to apply for press credentials in advance using the online [Press Registration Application](#). All media who register on-site must apply for press credentials in the Press Office immediately upon arrival.

### **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.**

In addition to these materials, both advance and on-site registrants must present photo identification, such as a driver's license or passport.

### **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.

**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 per media organization to five. 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 badges 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.

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 credentials. (For more information, see the Copyright Information section on Page 3.) 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 registration to any individual.**

## **PRESS CREDENTIAL ACCESS**

A press badge is required for admittance to all 2020 AAD Annual Meeting activities and must be visible at all times. **There is a \$50 fee to issue a replacement for a lost or misplaced badge.**


**Registered press will have access to:**

- Focus Sessions, Symposia, Forums and Discussion Groups after all meeting attendees have been seated.
- Workshops and Courses after all ticketed attendees have been seated. If a ticketed event is overcrowded, entry may be prohibited due to fire code regulations.
- The Plenary Session, which includes the AAD's annual business meeting, on Sunday, March 22, from 8 a.m. to 11:30 a.m.
- Technical Exhibits and Electronic Poster Exhibits during regular business hours. Posters will be available for viewing at the meeting in the front of the exhibit hall from Friday-Monday 7:00 a.m. - 5:30 a.m.

Members of the press who have questions for presenters should arrange interviews with them rather than ask questions during the session. Members of the media are observers of and not participants in educational sessions.

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

**Press are prohibited from attending:**

- Live Demonstrations (C001 and C004)
- Media Training: Developing and Delivering Key Messages (C014 and C020)
- Patient Encounter Workshops
- Restricted Sessions 
- 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.

The AAD may restrict the attendance at any session for patient confidentiality or any other reason. In such cases, registered media will be notified in advance. An attempt may be made to provide news or information from that session in an alternate manner, pending cooperation of faculty involved.

## **PHOTOGRAPHY, VIDEO AND AUDIO RECORDING**

**Registered press is allowed to:**

- Record audio for personal use (i.e., gathering information). If recording for a source for quotation, media must obtain that source's permission in advance.
- Record video interviews **only in areas designated by the AAD staff during posted Press Office hours.** Video areas must be reserved in advance and will be available on a first-come, first-served basis. Pre-meeting reservation of video areas will be limited to two hours per day per outlet; additional timeslots may be reserved on-site in the Press Office. Interviews should be prearranged with the interviewee, and **journalists should be present to meet interviewees in the designated location at the designated time.**
- Conduct live social media broadcasts **only in areas designated by the AAD staff during posted Press Office hours.**

**Registered press is strictly prohibited from:**

- Recording audio for rebroadcast or reproduction.
- Using any device to photograph scientific material, including slide presentations and poster exhibits, for publication.
- Taking photographs with any device in the technical exhibit hall.

- Video recording in the scientific sessions, the poster exhibit area or the technical exhibit hall.
- Recording video interviews or conducting live social media broadcasts in areas other than those designated by the AAD or outside of the posted Press Office hours.
- Approaching meeting attendees for on-the-spot video interviews.

The AAD will offer meeting b-roll footage for outlets to use in their coverage.

### **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 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.

### **EXHIBITOR MEDIA RELATIONS**

Exhibitors may distribute press releases or press kits to the media at their booths. The AAD Communications Department is responsible solely for the media activities conducted by the AAD and does not promote any products or services.

### **PRESS OFFICE USE**

**Only those registered as press may use the Press Office as a work space and take advantage of Press Office amenities.** Due to limited space and resources, doctors and other meeting attendees who are not registered as press will not be permitted to enter the Press Office unless 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 room for more than one hour.

### **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 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 Annual Meeting, with the exception of news releases, may be used as background information only. **Under no circumstances may the information presented at the AAD 2020 Annual Meeting, with the exception of 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.

### **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 promote, market or represent a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor.
- They secure a press badge for the express purpose of marketing a product or service.
- They secure a press badge for the express purpose of developing CME materials, or the international equivalent, from the AAD’s scientific sessions or poster exhibits.
- They are found to have misrepresented themselves or their media organization in order to obtain press credentials to cover the meeting.
- They violate the regulations outlined in these press guidelines.

#### **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 inspect all bags, parcels, etc. for unauthorized articles (e.g., recording devices or cameras), confiscate any such articles, and/or eject and ban any member of the media for violation of the guidelines.

***Thank you for your interest in covering the 2020 AAD Annual Meeting. We hope that you have an informative and enjoyable experience.***

***If you have any questions about these guidelines or the 2020 AAD Annual Meeting, 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) while in Denver.***