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

Press Guidelines

The American Academy of Dermatology is pleased to welcome the media to the 2027 AAD Annual Meeting in San Francisco!

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!

Individuals producing or assigning editorial, broadcast, social, or podcast content for established news organizations or outlets are eligible for press credentials. **All exhibitors who wish to bring media to the AAD Annual Meeting must direct media to register themselves as press.**

Media are encouraged to apply for press credentials in advance by Friday, February 19, 2027, at 12 p.m. CT using the online Press Registration Application. All media who register on-site must apply for press credentials in the Press Village immediately upon arrival. Please note: submitting your application on-site does not guarantee press credentials.

Members of the media who wish to cover Annual Meeting remotely should register in advance to gain access to meeting materials.

Meeting registration fees will be waived if your application is approved.

Contact Information

If you have questions about press attendance at the Annual Meeting, please contact the AAD Media Relations Team at **pressregistration@aad.org**, or visit the Press Village in the Moscone Center, in the North Lobby near the escalator leading to the Exhibit Hall.

Press Village

Those registered as press may use the Press Village and its accompanying amenities, including:

- Private interview/podcast recording pod and additional designated interview spaces, by reservation.
- Light refreshments and snacks.
- Direct access to board-certified dermatologists during advertised office hours.
- Support and resources from AAD staff to connect with dermatologists and identify relevant sessions.

Due to limited space and resources, doctors and other meeting attendees who are not registered as press are only permitted to access the Press Village if 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 space for longer than their interview.

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 2 bylined samples of coverage (written articles, newsletter editions, social content, or podcast episodes) of the specialty of dermatology, or dermatological topics.
- **Note:** Samples originally produced in another language must be translated to English, with a clearly denoted byline or host. Please be advised that press applications submitted without supporting documents and/or not submitted in English will not be considered.
- **Note:** If content is paywalled, you must share a login that allows full access to published content OR share the 5 most recent pieces of published content for eligibility verification.

In addition to these materials, all registrants must present a government-issued ID when they arrive at the on-site Press Village. Social media is not an accepted form of identification.

Additional requirements for freelance writers, editors, and online media (traditional and non-traditional) are below.

Freelance Writers

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.

- **Note:** Freelance writers covering health, wellness, and science for consumer publications without a letter of assignment are considered on a case-by-case basis, with consideration given to relevance and anticipated impact of coverage.

Editors

Editors assigning articles to other writers must present one of the following:

- Business card with your name and position listed on your media outlet's website, OR
- Proof of your position as identified on the editorial page of your media outlet's online website.

Editors assigning articles to other writers are required to submit proof of story publication or intended story publication to **pressregistration@aad.org** no later than Monday, May 31, 2027. Failure to comply with this requirement may lead to being prohibited from attending subsequent meetings.

Online and Non-Traditional Media

To qualify to attend the 2027 AAD Annual Meeting as online or non-traditional media:

- Media must represent a commercial website that posts original editorial news coverage on a repeated cadence. The website must extend beyond original forums, personal websites, personal analysis, or opinion.
- Media must produce content for websites that contain original, dated editorial content about dermatology, or skin, hair, and nails.
- 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 one year and be publicly accessible.
- Outlets must have an audience as below:
  - Blogs must have a readership of more than 10,000 unique visitors per month.
  - Newsletters must have a readership of more than 2,000 subscribers.
  - Podcasts must have a minimum monthly listenership of 3,000.
  - **Note:** Bloggers, newsletter writers, and podcasters that do not meet above requirements will be considered on a case-by-case basis if affiliated with an established news organization or have a demonstrated history of professional journalism experience.

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.

Note: Media who repurpose or have repurposed the AAD's meeting content into a stand-alone medium (print, broadcast, or digital) either for revenue or without charge, are ineligible to receive press credentials. For more information, see the Copyright Information section on page 6. In addition, press who produce or have produced a stand-alone medium (print, broadcast or digital) 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.

Media are allowed to have a dedicated page(s) for online content of the AAD's Annual Meeting under the following circumstances:

- The media organization does not generate specific revenue exclusively from their coverage of the AAD Annual Meeting;
- The media organization does not use the AAD or its meeting logo or state "official coverage" on their AAD Annual Meeting dedicated online content page(s); and
- The media organization includes a disclaimer on their dedicated AAD Annual Meeting online content page(s): *"This content was developed independently and is not endorsed by the American Academy of Dermatology."*

Unathorized Press Activities

Any individual registered as press who violates the AAD's press guidelines will immediately forfeit their 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 without intent of editorial coverage via traditional media, online media, or non-traditional media.
- 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 are found with the incorrect badge or in possession of a badge that belongs to another attendee.
- They violate the regulations outlined in these press guidelines.

Press Credential Access

A press badge is required for admittance to all 2027 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, 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. **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.

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

Press are prohibited from attending:

- 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.

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

The AAD may restrict 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 are allowed to:

- Record audio for personal use (i.e., gathering information). If recording a source for quotation, media must obtain that source's permission in advance.
- Take photos for personal, non-commercial use. Speakers may use watermarks or include text on slides to indicate personal copyright of images.
- Record video interviews, podcast interviews, and live social media interviews only in interview/podcast recording pods and designated interview spaces. Interviews should be prearranged with the interviewee, and journalists should be present to meet interviewees at the designated location and time.
- Pod access hours are allocated by media type to ensure fair access to a limited number of interview spaces. Both consumer and industry media receive priority daily windows, advance reservation options, and identical booking protections. All press have access to additional designated interview spaces. Availability subject to change. Reservations outside of the priority hours outlined below will be considered on a case-by-case basis.
- **Consumer-Facing Media:** Priority hours for interview/recording pod access are from 9 a.m. to 11 a.m. PT and 2 p.m. to 4 p.m. PT, or by request. Advanced reservation of pods is available by emailing **pressregistration@aad.org**. Additional timeslots may be reserved on-site at the Press Village, pending availability.
    - 30-minute timeslots can be booked for a maximum of two non-consecutive time slots per day, per outlet. This policy ensures that no single outlet occupies the space for extended periods and that the pods remain available for all media outlets to use.
- **Industry Media:** Priority hours for interview/recording pod access are from 11 a.m. to 2 p.m. PT and 4 p.m. to 5 p.m. PT. Advanced reservation of pods is available by emailing **pressregistration@aad.org**. Additional time slots may be reserved on-site at the Press Village, pending availability.

- 30-minute timeslots can be booked for a maximum of two non-consecutive time slots per day, per outlet. This policy ensures that no single outlet occupies the space for extended periods and that the pods remain available for all media outlets to use.

Note: Any video interviews with session speakers must include editorial content that features both the interviewed expert and interviewer. Video interviews cannot be sponsored or promotional in nature.

Registered press are strictly prohibited from:

- Using any device to photograph scientific material, including slide presentations and poster exhibits, for publication.
- Taking photographs with any device in the exhibit hall.
- Video recording in the scientific sessions, the poster exhibit area, or the 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 Village hours.
- Approaching meeting attendees for on-the-spot video interviews.

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 in two or more educational sessions, the earliest session will be considered the official release time.

Release Times

Poster Abstract Titles and Authors	9 a.m. CST Friday, March 12, 2027
Full Poster Abstract	7:30 a.m. PDT Friday, March 19, 2027
Late-Breaking Research Session 1	9 a.m. PDT Saturday, March 20, 2027
Late-Breaking Research Session 2	1 p.m. PDT Saturday, March 20, 2027

Exhibitor Media Relations

All exhibitors who wish to bring media to the AAD Annual Meeting must direct media to register themselves as press.

Please reference the **Exhibitor Media Guidelines**.

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 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.