



2025 Press Guidelines

The American Academy of Dermatology is pleased to welcome the media to the 2025 AAD Annual Meeting from Friday, March 7, through Tuesday, March 11

General Information

The 2025 AAD Annual Meeting Press Office is located in Room W205A of the Orange County Convention Center.

Press Office hours are:

Friday, March 7: 7 a.m. to 5 p.m.

Saturday, March 8 – Monday, March 10:
8 a.m. to 5 p.m.

Tuesday, March 11: Not open

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.

Journalists and editors are encouraged to apply for press credentials in advance by February 21, 2025, at 12 p.m. (Central) using the online [Press Registration Application](#). All media who register on-site must apply for press credentials in the Press Office immediately upon arrival.

If your outlet has a dedicated page for meeting coverage, you may not use the Academy's logo or meeting logo, and must include the following disclaimer:

"This content was developed independently and is not endorsed by the American Academy of Dermatology."

Any video interviews with session speakers must include editorial content.

Filming in sessions is strictly prohibited.

Please note: submitting your application on-site does not guarantee press credentials.

Members of the media who wish to cover the Annual Meeting remotely should register in advance in order to have access to the meeting abstracts.

PRESS REGISTRATION REQUIREMENTS

To qualify for press credentials, all media must complete the Press Registration Application and 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.**
- **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.**

In addition to these materials, all registrants must present photo identification, such as a driver's license or passport, when they arrive at the on-site press office.

Please be advised that press applications submitted without supporting documents and/or not submitted in English will not be considered.

Editors assigning articles to other writers must present the following:

- Photo identification, such as a driver's license or passport, and one of the following:
 - Business card with your name and position listed on your media outlet's website, or
 - Proof of your position stated on the editorial page of your media outlet's online website.
- Social media is not an accepted form of identification.

Editors assigning articles to other writers are required to submit their published editorial content from that writer to Rose Manzi at rmanzi@aad.org no later than May 11, 2025. Failure to comply with this requirement may lead to being prohibited from attending subsequent meetings.

Online/Digital Media/Bloggers:

To qualify to attend the 2025 AAD Annual Meeting 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 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 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 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.

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's 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.”

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

PRESS CREDENTIAL ACCESS

A press badge is required for admittance to all 2025 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 and workshops. 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 7, from 5:00 p.m. – 6:30 p.m.
- The plenary session, which includes the AAD’s annual business meeting, on Sunday, March 9, from 9:00 a.m. – 12:00 p.m.
- Technical exhibits and electronic poster exhibits during regular business hours. Technical exhibits will be located on Level 2 – West Halls AB, posters will be displayed in the West Hall B4 located on Level 2 of the West building of the Orange County Convention Center and

will be available online starting at 7 a.m. Friday, March 7 (EST).

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 C005)
- All workshops
- Media Training: Developing and Delivering Key Messages (C003, C004, C007 and C008)
- Welcome Reception
- 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 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

Attendees are required to agree to the [official meeting policies](#). Included is a stipulation that photos will only be used for personal, non-commercial use. Speakers may use watermarks or include text on slides to indicate personal copyright of images.

Registered press are 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 and conduct live social media 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 if available. Interviews should be prearranged with the interviewee, and journalists should be present to meet interviewees at the designated location and time.

Registered press are 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.

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.

The official release time of e-posters with oral presentations, as well as abstract titles, authors, and presentation date/time, is Friday, February 28 at 9 a.m. (EST).

For Late-Breaking Research Session 1, the abstract content will be embargoed until 9 a.m. (EST) on Saturday, March 8, 2025. For Late-Breaking Research Session 2, the content will be embargoed until 1 p.m. (EST) on Sunday, March 9, 2025.

EXHIBITOR MEDIA RELATIONS Visit the [Press Guidelines for Exhibitors](#) to learn the protocols that apply to exhibitors and their marketing and public relations personnel.

PRESS OFFICE USE

Only those registered as press may use the Press Office as a workspace and take advantage of Press Office amenities.

Due to limited space and resources, doctors and other meeting attendees who are not registered as press are only permitted to enter the Press Office 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 room for more than one hour.

COPYRIGHT INFORMATION

The 2025 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 2025 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.

UNAUTHORIZED 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 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.

If your outlet has a dedicated meeting coverage page, you may not use the Academy's logo or meeting logo, and must include this disclaimer:

“This content was developed independently and is not endorsed by the American Academy of Dermatology.”

Any video interviews with session speakers must include editorial content.

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 2025 AAD Annual Meeting.

If you have any questions about these guidelines or the 2025 AAD Annual Meeting, please contact the AAD’s Communications Department at mediarelations@aad.org, or visit the Press Office Room W205A in the Orange County Convention Center.