

**American Academy of Dermatology
Press Guidelines
SUMMER ACADEMY MEETING 2009**

The American Academy of Dermatology (Academy) is pleased to welcome the media to the Summer Academy Meeting 2009 at the Hynes Convention Center in Boston.

General Information

The Summer Academy Meeting 2009, which will be held from Wednesday, July 29, through Sunday, August 2, in Boston, is a recognized forum for peer-reviewed presentations of new research by dermatologists from around the world. The meeting provides an array of media opportunities ranging from scientific sessions to poster and technical exhibits.

What You Need to Know in 2009

Please review the information below as it relates to new policies and procedures for Press who would like to attend the Summer Academy Meeting 2009:

- All press must provide samples of work, with a clear byline, in order to complete pre-registration or to register on-site. If you have attended a previous scientific meeting of the Academy, please provide samples of your coverage from that meeting. If you have not attended a scientific meeting of the Academy, please furnish samples of your coverage of the specialty of dermatology. If your sample is in a foreign language, you must provide a translated version that clearly denotes a byline by the registrant.
- Ineligible registrants for the Summer Academy Meeting include representatives of any company that produces CME, or its European equivalent, regardless of whether they produce editorial content.
- Members of the media who have registered as Press may not register as Exhibitors and those registered as Exhibitors may not register as Press.
- Academy member dermatologists working for a recognized news organization must register for the meeting as a Member, prior to registering as Press.

Press Registration

All media must register at the Press Registration Kiosk located in the Level 2 Lobby. Meeting registration fees are waived for working press.

Press Registration Kiosk Location & Hours

The Press Registration Kiosk is located in the Level 2 Lobby. Press Registration hours are Wednesday, July 29, from 2 p.m. to 5 p.m.; Thursday, July 30 and Friday, July 31, from 8 a.m. to 5 p.m.; Saturday, August 1, from 8 a.m. to 2 p.m. Please note: the Academy will not be hosting a press office at the Summer Academy Meeting 2009.

Press Credentials

Only individuals who are working for and representing a **recognized news organization** may register as press. To obtain a press badge, both photo identification, such as a driver's license or passport, and identification certifying that you are a *working* member of the print, broadcast or on-line media are required. Such identification includes press credentials or a business card and samples of your work. All freelancers must present a letter of assignment.

The Academy has the right to inspect the credentials of anyone registering as press and reserves the right to refuse to register any individual as press.

See "What You Need to Know in 2009" (in the first column of Page 1) for additional information on press credentials.

Ineligible Registrants

The Academy does not issue press badges to: publishers or a publication's advertising, marketing, public relations or sales representatives; industry/exhibitor press officers and their public relations consultants; financial or business analysts; educational program developers (including CME writers and editors); trade media management personnel; or other individuals who are not actually reporting on the meeting for news purposes.

The Academy does not consider any company that produces CME, or its European equivalent, as a recognized news organization, regardless of whether they produce editorial content.

Media who repurpose or have repurposed the Academy's meeting content into a stand-alone

medium (print, broadcast or electronic) for revenue are ineligible to receive press credentials. (For more information, see the Copyright Information section on p. 3). In addition, media who produce or have produced a stand-alone medium (print, broadcast or electronic) which uses the Academy's name or logo to imply endorsement from the Academy also are ineligible to receive press credentials.

Eligible press registrants are prohibited from developing Continuing Medical Education (CME) content based on information presented at the Academy meeting.

Be advised that the Academy 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 an organization.

Members of the media who have registered as Press may not register as Exhibitors and those registered as Exhibitors may not register as Press.

Use of Press Credentials

A press badge is required for admittance to all Summer Academy Meeting 2009 activities and must be visible at all times. **There is a \$50 fee to issue a replacement badge if lost or misplaced.**

Access to Educational Sessions

Individuals registered as press are required to check in with the room monitor at each scientific session they attend.

After all meeting attendees have been seated, media may attend Symposia. Workshops, Courses and Forums are ticketed events which are often sold out and overcrowded. Media are asked to identify themselves to the room monitor and remain standing until all registered attendees are seated. If a ticketed event is overcrowded, entry may be prohibited due to fire code regulations.

Surgical Sessions, except for Focus Sessions, are open to the press. Since these sessions are ticketed events, the above attendance guidelines apply.

The policy established by the Scientific Assembly Committee prohibits media from attending Focus Sessions (denoted with a "U" in the program book) and any scientific programming which includes live or remote patient demonstrations, including S008, W004 and W005. Media also are not

permitted to attend the Effective Communications in Your Community Workshop (W003).

Media is allowed to attend the Academy's Plenary Session on Friday, July 31 from 9 a.m. to 12 p.m. Media is prohibited from attending any Academy business/operational meetings, including board of directors, advisory board, council, committee, task force and any special meetings/forums of the Academy membership.

Coverage of Meeting

Media covering any session at the meeting must observe rules established for all attendees, including:

Cell phone usage and/or disruption is prohibited in all educational sessions.

Broadcast Media/Video Coverage of Meeting

Videotaping and/or photographing scientific material, including the use of digital cameras and camera phones, is prohibited in the technical exhibit hall, the poster exhibits area and the scientific sessions.

Audio recording is for personal use only, i.e., for gathering information and **NOT** for rebroadcast or reproduction. If recording for quotation, the speaker's permission must be obtained in advance.

Questions to presenters from the media are limited to before and after the sessions. Members of the media are observers of and not participants in all Summer Academy Meeting 2009 presentation question and answer sessions. The Academy 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.

Violations of any of these policies will result in removal from the session and, perhaps, the meeting. Session directors will be closely monitoring such occurrences.

Access & Coverage of Technical & Poster Exhibits

Registered media also have access during regular business hours to the Technical Exhibits and to the Electronic Poster Exhibits for reporting purposes.

Posters will be displayed on computer monitors in the Room 312 of the Hynes Convention Center and will be available online.

Photographing scientific material, including the use of digital cameras or camera phones, is prohibited.

Release Time and Attribution

Unless otherwise stated, the official release time for materials submitted by faculty and meeting presentations is the date and beginning time of the educational session where it is presented. In cases where 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 is Thursday, July 30 at 7:00 a.m. (Eastern).

Copyright Information

The American Academy of Dermatology's Summer Academy Meeting is wholly owned by the Academy and is not a public event. Programs presented at the Summer Academy Meeting are for the education of attendees. Any unauthorized use of program content, which includes, but is not limited to, oral presentations, audio-visual materials used by speakers and program papers, outlines, hand-outs, and poster abstracts without the written consent of the Academy is prohibited and will be grounds for termination of press credentials 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 Summer Academy Meeting, with the exception of news releases, may be used as background information only. **Under no circumstances may the information presented at these meetings, with the exception of news releases, be republished in print, broadcast or electronic (Internet) media in its original format.**

The views expressed and the techniques presented by the speakers at Academy-sponsored educational meetings are not necessarily shared or endorsed by the Academy. The Academy requires speakers to disclose all relevant personal/professional relationships and any 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 reporting the information discussed in Academy education sessions. Furthermore, handout

materials are prepared and submitted for distribution by the presenters who are solely responsible for their content.

Auxiliary Media Functions

Exhibitor-sponsored media events, press conferences, media activities, meetings and social functions during the Summer Academy Meeting 2009 must be approved by the Academy. The only exhibitor-sponsored CME activities allowed are industry sponsored symposia approved by the Academy. In addition, subsequently produced CME activities are not permitted. Exhibitors planning to hold a media event, meeting or social event must submit the Exhibitor Function Request Form to the Academy.

Exhibitor media events may not be scheduled during the Academy's educational and exhibit program hours.

Media-related activities are permitted only during the following times:

Tuesday, July 28

All Day

Wednesday, July 29

Before 12:00 pm & After 9:00 pm

Thursday, July 30 – Saturday, July 31

Before 7:15 am & After 10:00 pm

Sunday, August 2

Before 7:15 am & After 12:00 pm

Please note that no materials other than those approved by the Academy may be distributed or circulated in the Hynes Convention Center. The Academy will not be distributing exhibitor press kits at the Summer Academy Meeting 2009.

Canvassing or distributing materials in any part of the convention center or hotels used by the Academy during the Summer Academy Meeting 2009 is prohibited.

The Summer Academy Meeting 2009 media registration list is not available for review or purchase.

Unauthorized Press Activities

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

- They sell, 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 displayed on the Academy's exhibit floor.
- They secure a press badge for the express purpose of developing CME materials from the Academy's scientific sessions.
- They are found to have misrepresented themselves or their media organization in order to obtain press credentials to cover the meeting.

Interpretation & Application of Press Guidelines

All matters and questions not specifically covered by these press guidelines are subject to the decisions of the Academy. Members of the media agree to comply with all subsequent reasonable rules adopted by the Academy. Should the Academy have reason to suspect that press guidelines are being violated, the Academy reserves the right to inspect all bags, parcels, etc. for recording devices, confiscate any such articles, and/or eject any member of the media for violation of the printed regulations.

Thank you for your interest in covering the American Academy of Dermatology's Summer Academy Meeting 2009. We hope that you have an informative and enjoyable time at our meeting and encourage you to join us for future meetings.

If you have any questions about these guidelines or the Summer Academy Meeting 2009, please contact the Academy's Communications Department at (847) 330-0230 or mediarelations@aad.org or visit the Press Registration Kiosk in the Level 2 Lobby while in Boston.