The American Academy of Dermatology (Academy) is pleased to welcome the media to its 73rd Annual Meeting at The Moscone Center.

GENERAL INFORMATION
The 73rd Annual Meeting will be held from Friday, March 20, through Tuesday, March 24. The Press Office is located in Room 220 of The Moscone Center. Press Office hours are: Friday, March 20, 7 a.m. to 5 p.m., and Saturday, March 21 through Monday, March 23, from 8 a.m. to 5 p.m. (PST).

Journalists are encouraged to register in advance by contacting rpasowicz@aad.org or by accessing the online media registration form. For onsite registration, all media must register in the Press Office and obtain press credentials immediately upon arrival. Meeting registration fees are waived for working press.

PRESS CREDENTIAL REGISTRATION
Only individuals who are acting in an editorial capacity for a recognized print, online or broadcast news organization may register as press.

To qualify for a press badge, press must complete the Application for Press Credentials and submit the following:

- Bylined samples of your work.
  - If you have attended a previous scientific meeting of the Academy, provide bylined samples of your coverage from that meeting.
  - If you have not attended a scientific meeting of the Academy, submit bylined samples of your coverage of the specialty of dermatology.
  - If your sample is in a foreign language, you must provide an English version that clearly denotes your byline.
- For freelance writers: a letter of assignment on the news organization’s letterhead.
- For bloggers: Web link(s) to bylined articles from the past six months.
  - Bloggers must be writing for independent websites that have been in existence for at least one year and contain original, dated, editorial content about dermatology or skin, hair and nails. Copy cannot be sponsored by a product, service or company. Content must be posted at least twice a week and blog must have a readership of more than 5,000 unique visitors per month.

If pre-approved for registration, press must present the following on-site:

- Photo identification, such as a driver’s license or passport.
- Media identification, such as press credentials or a business card.

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.

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.

PRESS CREDENTIAL ACCESS:
A press badge is required for admittance to all 73rd Annual Meeting activities and must be visible at all times. There is a $50 fee to issue a replacement badge if lost or misplaced.

Registered press will have access to:

- Focus Sessions, Symposia, Forums, Discussion Groups, and Poster Discussion Sessions after all meeting attendees have been seated. If the room is overcrowded, entry may be prohibited due to fire code regulations.
- Workshops, Courses, and Restricted Sessions (exceptions listed below) after all ticketed attendees have been seated. If a ticketed event is overcrowded, entry may be prohibited due to fire code regulations.
- Plenary Session, which includes the Academy’s annual business meeting, on Sunday, March 22, from 8 a.m. to 12 p.m. (PST).
- Technical Exhibits and the Electronic Poster Exhibits during regular business hours. Posters will be displayed on computer monitors in Moscone West Building-Level 2 and will be available online following the meeting, after April 7, 2015.

The AAD requests that press not pose questions to presenters during the sessions. Members of
the media are observers of and not participants in all educational sessions.

Eligible press registrants are prohibited from developing CME content, or its international equivalent, based on information presented at the Academy meeting.

PRESS ARE PROHIBITED FROM ATTENDING:
- Live Demonstrations (C001, C006, C009, and C015)
- Media Training: Developing and Delivering Key Messages (C019)
- Academy business/operational meetings (beyond the Plenary), including board of directors, advisory board, council, committee, task force and any special meetings/forums of the Academy membership.

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.

PHOTOGRAPHY, VIDEO AND AUDIO RECORDING

Registered press are allowed to:
- Conduct videotaped interviews only in Room 220. See Press Office staff for sign-up sheet. Due to space constraints, time slots will be limited and available on a first come, first served basis.
- Audio record 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.

Registered press are prohibited from:
- Videotaping in the scientific sessions, in the technical exhibit hall or the poster exhibit area.
- Photographing scientific material, including the use of digital cameras and camera phones, in the technical exhibit hall, the poster exhibit area, and the scientific sessions.

RELEASE TIME & ATTRIBUTION

Unless otherwise stated, the official release time for material presented in scientific sessions 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 Friday, March 20, at 7:00 a.m. (PST).

COPYRIGHT INFORMATION

The American Academy of Dermatology’s Annual Meeting is wholly owned by the Academy 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, 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, 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 these meetings, with the exception of news releases, be republished in print, broadcast or electronic 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 not yet approved 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 Academy education sessions or posters.

EXHIBITOR MEDIA RELATIONS

Exhibitors may distribute press releases or press kits to the media at their booths. The Academy’s Press Office is responsible solely for the extensive media activities conducted by the Academy and does not promote any products or services.

INELIGIBLE PRESS 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 and those writing for its international equivalent)
• trade media management personnel
• individuals who are not actually reporting on the meeting

The Academy does not consider any company that produces Continuing Medical Education (CME) materials (or its international equivalent) or offers CME credit with or without charge, as a recognized news organization, regardless of whether it produces editorial content as well.

Media who repurpose or have repurposed the Academy’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 p. 2).

In addition, press who produce or have produced a stand-alone medium (print, broadcast or electronic) that uses the Academy’s name or logo to imply endorsement from the Academy also are ineligible to receive press credentials.

Members of the media who have registered as press may not register as exhibitors and those registered as exhibitors may not register as press.

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, or its international equivalent, from the Academy’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.

INTERPRETATION & APPLICATION OF PRESS GUIDELINES
All matters and questions not specifically covered by these press guidelines are subject to the decisions of the Academy. The Academy reserves the right to amend or supplement these guidelines as necessary and provide notice of such changes to registered press. 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 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 American Academy of Dermatology’s 73rd Annual Meeting. We hope that you have an informative and enjoyable time at our meeting.

If you have any questions about these guidelines or the 73rd Annual Meeting, please contact the Academy’s Communications Department at (847) 330-0230 or e-mail mediarelations@aad.org or visit the Press Office (Room 220) while in San Francisco.