

## **American Academy of Orthopaedic Surgeons (AAOS) 2017 Annual Meeting Media Guidelines**

The American Academy of Orthopaedic Surgeons (AAOS) is pleased to welcome media to its 2017 Annual Meeting at the San Diego Convention Center located at 111 W. Harbor Drive in San Diego, Calif.

The Annual Meeting will be held from 8 a.m., Tuesday, March 14 through 5:30 p.m. on Saturday, March 18, 2017. The meeting offers hundreds of symposia, scientific papers and sessions, posters and technical exhibits, as well as press releases, media highlights and expert roundtable sessions.

### **PRESS CREDENTIALS**

The Annual Meeting is a private meeting of the AAOS and the granting of media/press credentials is at the sole discretion of the AAOS. Press badges are available only to media who are working for and representing a recognized news organization, and who can show evidence that their attendance will result in coverage of orthopaedic news in print, broadcast or online media.

#### **To obtain press credentials prior to the meeting**

Media need to [pre-register online](#) by Friday, Feb. 24, 2017. You will need:

1. A business card certifying you are a member of the working press.
2. A bylined sample of your work (clearly denoting a byline by the registrant) in English.
3. A letter of assignment, if you are a freelancer.
4. Contact information and signature on the online registration form.

#### **To obtain a press badge on-site in San Diego you will need:**

1. A government-issued photo identification, such as a driver's license or passport, and media identification/credentials certifying that you are a working member of the print, broadcast or online media.
2. A letter of assignment if you are a freelance writer.
3. Bylined work samples (clearly denoting a byline by the registrant) in English.

***Badges may be picked up in the AAOS Press Office at the Annual Meeting, in room 24B of the San Diego Convention Center.***

The AAOS reserves the right to inspect the credentials of anyone registering as press and may refuse to register any individual as a member of the working press.

#### **Ineligible registrants**

AAOS is unable to issue press badges to:

- Publishers or a publication's advertising, marketing, public relations or sales representatives.
- AAOS members.
- Industry and exhibitors, including corporate press officers and their public relations consultants.
- Financial or business analysts.
- Non-reporting management personnel from trade media.
- Publishers, editors or reporters from industry in-house publications or promotional publications.
- Writers or production staff creating analyses, financial or video reports sold as a commodity to customers.
- Family members of the working press.
- Other individual reporters who are not actually reporting on the meeting.
- Companies that produce Continuing Medical Education (CME) content, or its international equivalent.

### **COVERAGE AND ACCESS TO SCIENTIFIC PRESENTATIONS**

Meeting materials are available at [www.aaos.org/annualmeeting](http://www.aaos.org/annualmeeting), and an online press kit will be available the week before the meeting at (*insert URL*).

Media may cover scientific paper presentations, scientific symposia and instructional courses during the AAOS Annual Meeting. Press representatives also have access to the technical exhibit hall as well as the poster and scientific exhibit areas. Certain symposia or instructional courses may require a ticket, which may be obtained on-site at the meeting from the AAOS staff in the Press Room. The AAOS has the right to restrict press attendance at any educational session. In such cases, registered press will be notified in advance.

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Media are prohibited from attending AAOS business/operational meetings, including board of directors, advisory board, council, committee, task force and any special meetings/forums of the AAOS membership.

### **Embargo times and copyright transparency**

Unless otherwise stated, the official release time for material is the date and the start time of the educational session. Unless otherwise stated, the opinions and information presented in any educational session, interview or conversation are strictly those of the individual and do not represent the opinions of, or an endorsement from, the American Academy of Orthopaedic Surgeons.

We ask that the American Academy of Orthopaedic Surgeons be credited in the news story as the event occurred at, or the research was presented at, the Annual Meeting.

### **Disclosure**

The AAOS requires speakers to disclose all relevant personal/professional relationships and any unapproved or 'off-label' uses of medical devices that they discuss, describe or demonstrate during their presentations. Every press release also includes specific disclosure information on study authors and quoted experts.

### **Expert roundtable discussions**

AAOS will offer roundtable discussions, featuring one or two experts who are presenting news during the meeting or who have key insights on orthopaedic topics of interest to the media and the public. Roundtable discussions, held in the Media Briefing Room (Room 23C), are informal, small group sessions that allow journalists to learn about specific presentations and ask questions of expert orthopaedic surgeons.

The expert roundtable schedule, including topics, times and presenters, will be distributed to registered media prior to the start of the Annual Meeting, posted in the Academy's online press kit, and available in hard copy form in the Press Room. Media can sign up in advance of the meeting, or on-site during the Annual Meeting. If interest exceeds seats for each session, a second session may be scheduled, pending the expert's availability.

### **Video and audio recording, photos and graphics**

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

An AAOS Public Relations staff member must grant permission for videotaped interviews at the Annual Meeting, which must take place within a designated area of the Press Office or Media Briefing Room (23C). A sign-up sheet will be available in the Press Office to reserve a videotaping time slot, limited to one hour, and available on a first-come, first-served basis.

Audio recording may be used for personal use only, such as gathering background information for a story. Registered press must secure permission from any interviewee before recording.

If you would like to videotape an expert roundtable, please notify the AAOS Public Relations Department, on-site in the Press Office, in writing within 24 hours of the presentation. Approval must be given by all participating roundtable presenters before permission may be granted. If you would like photographs of the exhibit floor, please make a written request on site in the Press Room, and it will be supplied to you in a downloadable format.

To help maintain their eligibility for peer-reviewed journal publication, some researchers may not want to make their full studies public knowledge. Credentialed media who want to use graphs or other visuals to illustrate coverage must have the presenter's permission. AAOS Public Relations staff will assist with obtaining permission to the extent possible.

### **VIOLATION OF AAOS PRESS GUIDELINES**

Press covering any session at the Annual Meeting must observe rules outlined above. Any individual with a press badge who violates the AAOS's press registration guidelines will immediately forfeit their press credentials, may be asked to leave the meeting and/or be banned from future meetings.

Specifically, members of the press are considered to be in violation of the AAOS's policy if:

- They sell, market or represent a company for the purpose of obtaining advertising or subscriptions from any registrant or exhibitor.

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- They secure a press badge for the express purpose of marketing a product or service displayed on the AAOS's exhibit floor.
- They are found to have misrepresented themselves (i.e., name, editorial title and/or media affiliation) upon checking in to secure press credentials to cover the meeting.
- They secure a press badge for the purpose of developing CME materials from any AAOS Annual Meeting 2017 educational session.

All matters and questions not covered by these press guidelines are subject to the decisions of the AAOS. Should the AAOS have reason to suspect that press guidelines are being violated, the AAOS reserves the right to confiscate any such articles (e.g., recording devices or cameras) and/or eject any member of the media.

**PRESS ROOM LOCATION, HOURS AND REFRESHMENTS**

The Press Room is located in room 24B at the San Diego Convention Center, and will be open for registered press use:

Tuesday, March 14	7 a.m. – 6 p.m.
Wednesday, March 15	7 a.m. – 6 p.m.
Thursday, March 16	7 a.m. – 6 p.m.
Friday, March 17	7 a.m. – 6 p.m.
Saturday, March 18	7 a.m. – 5:30 p.m.

Breakfast, lunch and beverages will be served Tuesday through Friday in the Press room. On Saturday, coffee, tea and pastries will be available.

***If you have questions about these guidelines, please contact the AAOS Public Relations Department at [media@aaos.org](mailto:media@aaos.org) or 847-384-4036.***