

# American Academy of Orthopaedic Surgeons (AAOS) 2012 Annual Meeting Press Guidelines

The American Academy of Orthopaedic Surgeons (AAOS) is pleased to welcome the press to its 79<sup>th</sup> Annual Meeting at the Moscone Convention Center in San Francisco, CA.

## **General Information**

The 79<sup>th</sup> Annual Meeting is a private meeting of the AAOS, and the granting of media credentials for the meeting is at the sole discretion of the AAOS. The 2012 Annual Meeting will be held from 8 a.m. Tuesday, February 7, through 5:30 p.m. Saturday, February 11, 2011. The meeting offers a variety of symposia, scientific papers, posters and scientific sessions, technical exhibits, press releases, media highlights and expert roundtable sessions. All information will be posted online prior to the meeting.

Meeting materials are available at <http://www.aaos.org/am2012>, and an online press kit will be available a week before the meeting at [www.aaos-annualmeeting-presskit.org](http://www.aaos-annualmeeting-presskit.org)

## **Press Room Location, Hours and Refreshments**

The press room is located in room 224 of the Moscone Convention Center and will be open for registered press:

Tuesday, Feb. 7	8:00 am – 5:00 pm
Wednesday, Feb. 8	7:00 am – 6:00 pm
Thursday, Feb. 9	7:00 am – 6:00 pm
Friday, Feb. 10	7:00 am – 6:00 pm
Saturday, Feb. 11	7:00 am – 5:30 pm

Breakfast and lunch will be served daily in the press room. And beverages will be available throughout the day.

## **Expert Roundtable Discussions**

AAOS will offer expert roundtable discussions – where we will feature 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. These sessions will be held between 7 and 8 a.m. and 12:30 and 1:30 p.m. in the media conference room.

Roundtable discussions are informal, small group sessions that allow journalists to learn about specific presentations and ask questions of expert orthopaedic surgeons. Media can sign up in advance of the meeting and those registered will receive more information on the topics, expert profiles and abstracts as it becomes available.

A final roundtable schedule listing topics, times and presenters will be posted in the AAOS's online press kit as well as in hard copy form in the press office. Should space for the roundtable still permit

on-site, registered press with credentials may sign up in person at the meeting. If interest exceeds seats for each session, a second session will be made available depending on the expert's schedule.

## **Embargo Times and Copyright Transparency**

Unless otherwise stated, the official release time for material is the date and beginning time of the educational session where it is presented. 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 the American Academy of Orthopaedic Surgeons or an official endorsement by the AAOS.

We ask that the American Academy of Orthopaedic Surgeons be credited in the news story, since the event occurred at the annual meeting or the research was reported at the annual meeting.

## **Broadcast/Video and Photo Coverage**

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

If you would like to conduct videotaped interviews at Annual Meeting, permission must be granted by the Press Office staff. Videotaping must take place inside the designated area in the Press Office or Media Conference Room. A sign-up sheet will be available in the Press Office to reserve a videotaping time slot, and will be limited to one hour, and available on a first-come, first-served basis.

If you would like to videotape the media roundtables, please notify the Press Office staff in writing before February 1, 2012. Approval must be given by all participating roundtable presenters before permission can be granted.

## **B-Roll Footage and Photographs of the Meeting Available**

If you would like b-roll or photographs of the exhibit floor, you must make a request in writing to the press office, and it will be supplied to you in a downloadable format. It will also be available in the online press kit on Wednesday, February 8, 2012.

## **Slides and Full Studies**

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 slides, graphs

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or other visuals to illustrate coverage must have the presenter's permission. Therefore, all attendees, including media, are strictly prohibited from photographing presentations and slides during a session. Press Room staff will assist with obtaining permission to the extent possible.

Violations of any of these policies will result in removal from the session, a possible ban from future meetings or other disciplinary action at the discretion of the AAOS. Session moderators will be closely monitoring such occurrences.

Press covering any session at the Annual Meeting must observe rules established for all attendees including:

- No television cameras/crews are allowed in the convention center unless filming is taking place in the designated area in the press office, or in the media conference room, and has been approved by the Press Room Staff
- Audio recording for personal use only (i.e., gathering background information for a story and registered press has secured permission from interviewee).

Any individual with a press badge who violates the AAOS's press registration criteria will immediately forfeit their press credentials and may be asked to leave the meeting. 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.
- 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 or editorial title) 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 2012 educational session.

## **Press Credentials**

Press badges are available only to working press who are working for and representing a recognized news organization who can show evidence that their attendance results in coverage of orthopaedic news in print, broadcast, or online media. Badges can be picked up in the AAOS press office.

We ask that all media pre-register and electronically submit or fax the following by February 1, 2012:

- A business card certifying you are a member of the working press
- Bylined sample of your work (clearly denote a byline by the registrant) in English
- If a freelancer, you must present a letter of assignment
- Contact information and signature (page 3)

## **To obtain a press badge on-site in San Francisco:**

- Both photo identification, such as a driver's license or passport, and identification certifying you are a working member of the print, broadcast or electronic media are required.
- All freelancers must present a letter of assignment.
- All applicants must submit bylined samples of their work (clearly denote a byline by the registrant) in English.

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

## **Ineligible Registrants**

AAOS is unable to 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; non-reporting management personnel from trade media; publishers, editors or reporters from industry in-house publications or promotional publications; writers creating analyses or financial reports sold as a commodity to customers; family members of the working press; or other individual reporters who are not actually reporting on the meeting

The AAOS does not consider any company that produces Continuing Medical Education (CME), or its international equivalent, as a recognized news organization, regardless of whether it produces editorial content as well. Members of the media producing CME content will not be allowed to register as press.

**If you are representing a company that is registered for the meeting as an exhibitor, you CANNOT register as press.**

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## **Use of Press Credentials**

Press may cover scientific paper presentations, scientific symposia and instructional courses during the AAOS's 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 – please see PR staff on-site at the meeting, in the press office if you would like a ticket.

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.

The AAOS has the right to restrict press attendance at any educational session. In such cases, registered press will be notified in advance.

## **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.

## **INTERPRETATION & APPLICATION OF PRESS GUIDELINES**

Violation of any of these guidelines may result in disciplinary action at the sole discretion of the AAOS, including removal from the session, the 2012 meeting and/or a possible ban from all future meetings. 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 for violation of these guidelines.

*If you have questions about these guidelines or would like to register as press, please contact the AAOS's Public Relations Department at [media@aaos.org](mailto:media@aaos.org) or call 847-384-4036. Registration materials also can be faxed to 847-823-7268.*

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Media Outlet

\_\_\_\_\_  
Date

\_\_\_\_\_  
Cell Phone

\_\_\_\_\_  
Email Address

*Would you be willing to let us share your email address with exhibitors or other members of the media? \_\_\_\_\_  
(please fill in yes or no)*

I have read the above Press Guidelines of the American Academy of Orthopaedic Surgeons and agree to follow them in order to maintain my status as press during the 79<sup>th</sup> Annual Meeting. I understand that violation of any of the above guidelines will result in the revocation of my press credentials for this meeting, and may negatively impact my ability to register as press for future meetings of the American Academy of Orthopaedic Surgeons.