

The American Academy of Orthopaedic Surgeons is pleased to welcome the world press to its 77th Annual Meeting.

Press Office Location

The press office is located in Rooms 203 - 205 of the Morial Convention Center.

The media briefings will be held in Room 206, adjacent to the press office.

Press Office Hours

Tuesday, March 9	8:00 am – 4:00 pm
Wednesday, March 10	7:00 am – 7:00 pm
Thursday, March 11	7:00 am – 6:00 pm
Friday, March 12	7:00 am – 6:00 pm
Saturday, March 13	7:00 am – 5:00 pm

Preview

Information on highlighted presentations, poster sessions and media briefings will be posted online prior to the meeting.

Media Eligibility

Press badges are available only to working press who can show evidence that their attendance results in coverage of the AAOS Annual Meeting in print, broadcast, or recognized Internet media.

AAOS is unable to issue press badges to: publishers, or a publication's advertising, marketing, public relations or sales representatives; publishers, editors or reporters from manufacturers' house organs or promotional publications; public relations staff of exhibitors or educational institutions; writers creating analyses or 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 Academy reserves the right to inspect the credentials of anyone registering as press.

Working press may NOT also register as exhibitors.

To obtain a press badge, identification certifying that you are a working member of the print or broadcast news media and/or a letter stating that you are on assignment to cover the AAOS Annual Meeting is required. Business cards or membership cards from communications or

writers' organizations are not sufficient to establish eligibility.

Additions

- Quiet room to conduct interviews and write stories has been secured. Location will be near the press room.
- Wireless internet will be available for your laptops.

On-Site Media Registration

Media must register in the press office. Television, video crews and still photographers covering the meeting are required to check in immediately at the newsroom each day and must be accompanied by a press office representative when shooting inside the convention center. Shooting schedules should be provided in advance to ensure press office staff availability.

Use of Press Credentials

Press may cover scientific paper presentations, scientific symposia and instructional courses during the Academy's Annual Meeting. Press representatives also have access to the technical exhibit hall as well as the poster and scientific exhibit areas.

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

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 accompanied by a member of the Academy's public relations department.
- Audio recording for personal use only (i.e., gathering information).
- No smoking allowed in meeting rooms.
- Videotaping educational sessions is prohibited, unless special permission is granted by a member of the Academy's public relations department.

Any individual with a press badge who violates the Academy's press registration criteria will immediately forfeit their press credentials. Specifically, members of the press are



AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

2010 Annual Meeting
March 9-13
New Orleans, Louisiana

considered to be in violation of the Academy'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 Academy'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.

Press Release Time and Attribution

1. Unless otherwise stated, the official release time for material presented in media briefings, materials submitted by faculty and scientific paper presentations is the date and beginning time of the educational session where it is presented.
2. Unless otherwise stated, the opinions and information presented in any media briefing, educational session, interview or

conversation are strictly those of the individual and do not represent the opinions of the American Academy of Orthopaedic Surgeons.

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

Media Briefings

AAOS scientific media briefings are scheduled to be held Wednesday, March 10 and Thursday, March 11, between 8 a.m and 3 p.m.

A briefing schedule will be posted in the press office listing topics, times and presenters. Time will be available at the end of each briefing for questions and answers. In most cases, one on one interviews can be arranged with media briefing presenters. Arrangements can be made through the press office staff.

Members of the media covering AAOS 2010 Annual Meeting are required to sign a copy of these guidelines. Please print legibly the information below. Your signature indicates that you understand and agree to comply with the AAOS 2010 guidelines.

Form with fields for Print Name, Signature, Media Outlet, Date, Phone, and Email.

For further information, please contact
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Public Relations Department