AAOS 2027

Media & Communication Policies

The American Academy of Orthopaedic Surgeons (AAOS) is pleased to welcome media to its Annual Meeting — the world's largest gathering of orthopaedic surgeons, researchers and allied health professionals — offering the latest information on orthopaedic treatments and advances. AAOS Media & Communication Policies provide journalists and other communications representatives with information about the rules for promoting and covering the Annual Meeting.

General Embargo Policy and Copyright Transparency

Each year a limited number of studies accepted for presentation during the AAOS Annual Meeting are featured in the AAOS press program. AAOS will notify lead investigators if their submission has been selected for inclusion in the official AAOS 2027 Annual Meeting press program. The AAOS welcomes the participation of institutions in promoting research to be presented at AAOS 2027. All promotions must fall within the AAOS Embargo Policy and AAOS' Communications Policies for Industry (see page 5).

+ Official release time for material: 7 a.m. CST, March 3, 2027
+ General conditions:
  - 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, AAOS.
  - AAOS should be credited in news stories reported from the AAOS 2027 Annual Meeting.

For questions, please contact AAOS Media Relations Manager Nicole Winston-Ramirez, winston-ramirez@aaos.org.

Social Media

Communicating about the AAOS Annual Meeting by way of social media is encouraged within embargo restrictions. However, videotaping and/or photo sharing of scientific materials is strictly prohibited in the technical exhibit hall, the poster exhibit area and scientific sessions unless permission is granted by the presenter. If permission is granted, camera tags are required and will be distributed by Marketing and Communications staff (See page 6). The official hashtag for the 2027 Annual Meeting in Las Vegas is #AAOS2027. Be sure to follow AAOS on social media for regular updates and tag AAOS for added visibility on Facebook, X, Instagram and LinkedIn.

If you have questions about the media and communications policies, please contact media@aaos.org or 847-384-4162.

For Journalists

The Annual Meeting is a private meeting and the granting of media/press credentials is at the sole discretion of AAOS. Media 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.

Who Qualifies as Press?

Press is someone who works for a news outlet supported by advertising, paid subscriptions or funded by a non-profit organization. Such organizations must operate with editorial independence from any political, government, commercial or special interest and produce work primarily to disseminate news. Professionals that usually qualify under this category include: reporters, writers, bloggers, freelancers, editors, publishers and producers. Registration at previous AAOS meetings does not guarantee approval. **More than three journalists from the same media outlet are not permitted.**

Who is NOT Qualified for Press Credentials?

+ Representatives from medical education companies attending the AAOS Annual Meeting for the sole purpose of creating continuing medical education (CME, its international equivalent or other commercial educational content, or recruiting writers or presenters.)

+ Writers or production staff creating financial or industry analysis and/or video reports intended for internal use, marketing, advertising or sale to customers.

+ Representatives of publications or websites that do not have editorial freedom from advertisers, funders and/or sponsors; do not clearly identify advertisers, sponsors, paid editorial or other funding sources; or do not regularly provide original news coverage.

+ Editors, writers and scientific advisory board members for journals that do not have editorial news sections or are not reporting on the meeting.

+ Staff from public relations firms, advertising agencies or production companies.

+ Representatives attending with the purpose to sell, market or represent a company for the purpose of obtaining advertising, subscriptions, selling video production or other products or services from any registrant or exhibitor.

+ AAOS members and other medical providers seeking CME credit. Paid registration for those individuals is required.

+ Personnel who work in their organization's exhibit. This includes corporate press officers and representatives of corporate, academic or hospital public relations, advertising or marketing departments. Individuals who work in the Exhibit Hall must register under the allied health category depending on their position. Dual registration is not allowed.

+ Individuals reporting meeting news via social media or social networking platforms only.

For Journalists continued

Required Credentials

To be eligible for press registration, journalists must be prepared to provide the following before receiving their media badge:

- ☐ Media identification, such as an international, accredited press pass or an official media outlet-issued credential (business card).
- ☐ A bylined sample of work (clearly denoting a byline by the registrant) in English.
- ☐ A user name and password for AAOS to access your news website, if necessary, to verify eligibility.
- ☐ Bylined coverage from previous AAOS meeting attendance.
- ☐ A driver's license or passport at check in to receive your media badge.

Freelance journalists must provide a letter of assignment from a qualified publication or a media outlet in addition to the items listed.

Newsletter media must submit at least three issues of the newsletter and copies of three bylined news articles. Newsletters must also describe how the publication is distributed and details about the audience. The newsletter must demonstrate a focus on regular, ongoing editorial news content that meets the criteria for news organizations. Newsletter media must also meet the above criteria, but are restricted to one representative.

Representatives from online trade media, podcasts, blogs, medical publishing companies, healthcare association publications and university publications and ghost writers must provide representative three samples of past work. The publication/media outlet must produce regular, ongoing news coverage and have sponsors clearly identified.

Documentary film crews and video production companies must submit a written request no less than three weeks prior to the start of the meeting that includes information about the company, the purpose of attending the meeting, a synopsis of film/video/documentary and information on the sources of financial support for the project. AAOS Communications staff must authorize filming locations and will provide a camera tag. (See page 6.)

Journalists must submit materials in advance to media@aaos.org.

For Journalists continued

Coverage and Access to Scientific Presentations

Meeting materials are available at aaos.org/annualmeeting. An online press kit with hot topics, clinical news and announcements will be available before the meeting.

Media may cover scientific paper presentations, scientific symposia and instructional courses during the Annual Meeting. Press representatives also have access to the technical exhibit hall as well as the poster area. Certain symposia or instructional courses may require advance registration. AAOS has the right to restrict press attendance at any educational session. In such cases, registered press will be notified in advance. 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.

General Conditions

Before posing questions to presenters during Q&A sessions on site, media members **must**:

+ First identify themselves as journalists
+ Provide their media affiliation

Expert Roundtable Discussions

AAOS may 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 are informal, small group sessions that allow journalists to learn about specific presentations and ask questions of expert orthopaedic surgeons. The expert roundtable schedule and location, including topics, times and presenters, will be communicated to registered media prior to the start of the Annual Meeting.

For Industry

Embargo Policy

AAOS welcomes the participation of institutions in promoting research to be presented at the AAOS Annual Meeting. All promotions must fall within the Embargo Policy and the AAOS Media & Communication Policies for Industry. For questions, please contact AAOS Media Relations Manager Nicole Winston-Ramirez, winston-ramirez@aaos.org.

Promotional Media Activities

Organizations with research being presented at the Annual Meeting may not conduct promotional media activities that disclose results of the research prior to the end of the embargo period or during the official program times of the Annual Meeting. Promotional media activities refer to any activities that involve multiple news media outlets, satellite media tours, or corporate receptions. If a member of the media breaks an embargo as a result of an organization sharing information or conducting an interview prior to the end of the embargo, AAOS may enforce sanctions against the reporter or media outlet and/or the researcher and organization that released information ahead of the embargo release.

Industry/Exhibitor Press Release Guidelines

Press releases announcing activities at the Annual Meeting must meet the following guidelines:

- ☐ Include a reference to the AAOS 2027 Annual Meeting in the body of the release, preferably in the first two paragraphs. Suggested language for identifying the meeting: "…presented at the American Academy of Orthopaedic Surgeon's (AAOS) 2027 Annual Meeting in Las Vegas."
- ☐ Include presentation time and forum at the meeting for presentations referenced.
- ☐ Abide by embargo policies (Press releases with embargoed information cannot be distributed until after the end of the embargo period.)
- ☐ Do not suggest an endorsement of a product or service by the American Academy of Orthopaedic Surgeons (AAOS). Releases may provide background paragraphs about the scientific session and/or AAOS, but not as a boilerplate that suggests it is an AAOS-sponsored release.

See the AAOS Publicity and Advertising Guidelines for additional guidelines for promotional materials.

Media Registration List

The AAOS Annual Meeting typically registers medical, health, general news and business reporters from U.S. and international trade publications, newspapers, wire services, news outlets and health information websites. Journalists who have agreed to release their contact information to meeting exhibitors and publicists will be added to a media list. To request a copy of this list, email media@aaos.org after February 10, 2027.

Access To Press Office

Public relations and industry/exhibitor representatives are invited to supply appropriate media materials for distribution to registered journalists in the Press Office. Media materials can include news releases, fact sheets or press kits. NO sample products, business cards or USB drives are allowed. Each exhibitor will be limited to a maximum display of 10 hard copies.

Industry representatives and exhibitors are responsible for shipping materials to the convention center or hand-delivering materials to the Press Office, Venetian Expo and Convention Center, Room 305. The Press Office will be open to exhibitors starting on Wednesday, March 3, 2027, at 7:00 a.m. CST.

For information about digital promotional opportunities available for exhibitors, visit aaos.org/promote.

Filming, Videotaping, Audio Recording, and Photography

Videotaping and/or photographic 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, unless permission is granted by the presenter.

- Camera tags are required for media using professional grade photography equipment, which is defined as cameras with interchangeable lenses, and all video cameras and camcorders whose primary function is videography. (See page 3)

- An AAOS Communications staff member must grant permission for any on-camera interview at the Annual Meeting, which must take place within a designated area of the Press Office, immediately outside the Press Office, or in Interview Alley, Venetian Expo and Convention Center, Room 305. Reservations for space in Interview Alley will be available on a first-come, first-serve basis.

- Registered media may photograph, videotape or record audio from any AAOS press event, in designated areas within and immediately outside the Press Office with the express permission of all the individuals appearing in the video. Please notify the AAOS Communications team on-site in the Press Office or in writing within 24 hours of the presentation.

- Photography, videotaping or recording must cease if it is deemed unwanted, disruptive or a hazard by any representative of AAOS.

AAOS hires professional photographers to take pictures of the exhibit hall, educational sessions and special events. Photographs will be available by request to AAOS staff in the Press Office or via email at media@aaos.org.

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

Violation of AAOS Media & Communication Policies

Press covering any session at the Annual Meeting must observe the policies as outlined above. Any individual with a media badge who violates the AAOS Media & Communication Policies and/or is found to have misrepresented themselves, their company or their media outlet when registering will immediately forfeit their press credentials and be asked to leave the meeting and/or be banned from future meetings.

All matters and questions not covered by these media policies are subject to the decisions of AAOS.

Should the AAOS have reason to suspect that communication policies are being violated, AAOS reserves the right to confiscate any such articles (e.g., recording devices or cameras) and/or eject any member of the media.