

Media & Communication Policies

AAOS 2025 Annual Meeting

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. The 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. The AAOS will notify lead investigators if their submission has been selected for inclusion in the official AAOS 2025 Annual Meeting press program. The AAOS welcomes the participation of institutions in promoting research to be presented at AAOS 2025. All promotions must fall within the AAOS Embargo Policy and the AAOS’ Communications Policies for Industry (see page 5).

- + Official release time for material: 7 a.m. PST, March 10, 2025
- + 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, the AAOS.
 - The AAOS should be credited in news stories reported from the AAOS 2025 Annual Meeting.

For questions, please contact AAOS Media Relations Manager Deanna Killackey, killackey@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 2025 Annual Meeting in San Diego is #AAOS2025. Be sure to follow AAOS on social media for regular updates and tag the Academy 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 847-384-4035.

For Industry

Embargo Policy

The 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 Deanna Killackey, killackey@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, the 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 2025 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) 2025 Annual Meeting in San Diego."
- 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 17, 2025.

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, San Diego Convention Center, Room 25C. The Press Office will be open to exhibitors starting on Monday, March 10, 2025, at 9:00 a.m. PST.

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, San Diego Convention Center, Room 24C. 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 the AAOS.

The Academy 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 the AAOS.

Should the AAOS have reason to suspect that communication policies 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.

