



57<sup>th</sup> Annual Scientific Session  
MARCH 29 – APRIL 1 • CHICAGO  
EXPO DATES: MARCH 30 – APRIL 1

## **Exhibitor Newsroom Registration/Policies**

- Only companies officially exhibiting at ACC.08 may register for the Exhibitor Newsroom.
- You must register both as an exhibitor and as a representative of the Exhibitor Newsroom to have access to and work from the Exhibitor Newsroom. Exhibitor Newsroom representatives will be issued a special credential along with their badges.
- Advance Registration deadline is March 7, 2008.
- Advance registration fee is \$300 per company.
- Registration fee after March 7, 2008 is \$350 per company, and representatives must register on site.
- Up to four (4) representatives from each organization, including public relations representatives, may register to use the Exhibitor Newsroom. **Please note, individuals registered for admittance to the Exhibitor Newsroom and physicians are NOT allowed in the ACC Newsroom.**
- Exhibitor Newsroom credentials must be picked up on site and by the individual they are issued to. Identification is required.
- Individuals registered for the Exhibitor Newsroom will receive a badge that will allow access to the Exposition and Exhibitor Newsroom. **Credentials are not transferable.**
- Register by mailing or faxing the enclosed Exhibitor Newsroom Registration Form with payment to:  
**ACC.08/J.Spargo & Associates  
11208 Waples Mill Rd  
Suite 112  
Fairfax, VA 22030  
Fax: 703-631-1167**

## **Hotel Information**

Hotel reservations must be made through the exhibiting company that you are representing, and may not be made directly with the ACC housing bureau.

## **Changes and Cancellations**

- Changes in the names of representatives will be accepted until March 14, 2008. After this date, on-site representatives must present a letter from the primary contact listed on the Exhibitor Newsroom Registration Form, authorizing a name change or substitution. The maximum number of four representatives per company will still apply.
- Companies that cancel participation in the ACC.08 Exposition may not send representatives to the Exhibitor Newsroom. A refund of \$50 will be issued.

## General Operations Information

The Exhibitor Newsroom provides members of the media access to information from exhibiting companies and their representatives. It is located near the ACC Newsroom in McCormick Place.

Exhibitor Newsroom hours coincide with those of the ACC Newsroom (dates/times are tentative):

Saturday, March 29	7:30 a.m. – 5 p.m.
Sunday, March 30	7:30 a.m. – 5 p.m.
Monday, March 31	7:30 a.m. – 5 p.m.
Tuesday, April 1	7:30 a.m. – 5 p.m.

The Exhibitor Newsroom will offer a variety of services, including:

- Fax machine
- Internet access for laptop computers (limited PC availability)
- Bulletin board for messages and notices
- Tables for news materials and work space

In keeping with the media policy for the Annual Scientific Session, these guidelines are in effect:

- Only credentialed media representatives are allowed access to the ACC Newsroom.
- Exhibiting companies wishing to conduct interviews with the media may use an interview room if **reserved by a credentialed media representative.**
- News conferences are audio-fed into the Exhibitor Newsroom.

## Media Kits/Distribution

- Companies registered for the Exhibitor Newsroom may provide news releases and other news materials to the media via the Exhibitor Newsroom, provided those materials **are directly related** to the scientific research being presented at ACC.08. Materials to be distributed in the Exhibitor Newsroom **must be pre-approved by ACC by March 7, 2008.** Mail your media kits/materials to Amanda Jekowsky at ACC for review: ACC Communications Department, 2400 N Street, NW, Washington, DC 20037. **Under no circumstance will materials be approved on site.**
- Materials to be displayed/distributed in the Exhibitor Newsroom must be no larger than a standard pocket folder (9.5" x 12").
- ACC reserves the right to disallow materials deemed scientifically or otherwise misleading or irrelevant to the Annual Scientific Session.
- Exhibitors are responsible for removing all materials by 3:00 p.m., April 1, 2008.

## PRESS CONFERENCES AT ACC.08

All media activities such as press conferences, receptions, etc., are **prohibited** at McCormick Place and at any other Chicago location, including hotels, **during the operational hours of the ACC Newsroom.**

## DISSEMINATION OF NEWS RELEASES

News releases on science being presented at ACC.08 or The SCAI Annual Scientific Sessions in Partnership with ACC i2 Summit can be issued one week prior to the meeting on an embargoed basis, however they must not reveal the scientific study results, **must include the date and time of presentation**, and **must** state that the information is embargoed until the **TIME OF SCIENTIFIC PRESENTATION**. ACC reserves the right to revoke Exhibitor Newsroom credentials at any time if the embargo policy is not honored. **It is the responsibility of the issuer to ensure the policy is respected.**