



ACC.08
American College of Cardiology
Media Registration Form
March 29-April 1, 2008 Chicago, IL

Media Registrant – PLEASE PRINT

First Name: _____ Last Name: _____ Degree(s): _____

Publication/Organization: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip Code: _____

Country: _____ Telephone: _____ Fax: _____

E-mail Address: _____ Web Site: _____

Target audience of your publication (check all that apply):
 Physicians Patients/Consumers Other: please list: _____
 Research Scientists Industry

The ACC embargo policy states that coverage of abstracts being presented at the annual meeting is strictly prohibited until the start time of the presentation or the beginning of the briefing containing the research, whichever comes first. Complete media guidelines can be found on pages 2-4 of this document.

By signing below, I acknowledge that I have read and agree to abide by all media guidelines governing the ACC.08.

Signature _____ **Date** _____

Bring this completed form and required attachments to register on-site.

Amanda Jekowsky
American College of Cardiology
2400 N Street NW
Washington, DC 20037
Fax: 202-375-6848

Media Registration Form

ACC.08

Journalists who are employed by accredited news organizations attending the meeting for the purpose of editorial coverage will be granted media credentials and receive complimentary annual meeting registration. The following is offered to properly accredited members of the media:

- Complimentary Scientific Sessions registration
- An embargoed media kit
- Admission to daily media briefings
- Admission to all non-ticketed ACC
- One-on-one interview opportunities
- Media room access

Required Material for Receiving Official Approval

Journalists

- A letter verifying assignment to the meeting on the letterhead of the news organization being represented
- Media identification (such as an international accredited press pass), or a business card issued by a recognized news organization.

Freelance Journalists

- Copies of three bylined cardiology-related articles
- An official letter of assignment from an accredited news organization.

Those who freelance but do not have three bylined articles are not eligible for registration.

Newsletter Media

Newsletter media must submit

- Three issues of their newsletter containing at least one bylined article (If a representative was registered as media at a previous ACC annual meeting, one of the issues submitted must illustrate the resulting editorial coverage.)

Online Media Representatives, Medical Publishing Companies, Healthcare Society/Associations, University Publications

- Appropriate media credentials (i.e., a letter of assignment and/or a business card from a recognized news organization) and meet the following criteria:
 1. Original, editorial news coverage
 2. Editorial freedom from advertisers and/or sponsors
 3. Multiple advertisers that are clearly identified

PLEASE NOTE: Companies or organizations producing publications, videos, and/or other electronic media intended for marketing, advertising, financial analysis, or public relations purposes may not register as media. Financial analysts and public relations personnel may not register as media.

Information regarding media registrants is proprietary. The College does not give, rent, or sell current, past, or on-site media registration lists.

Special requests related to media facilities must be made in writing no less than three weeks prior to the annual meeting, and must be approved by the College.

Annual Meeting Embargo Policy

Media are required to abide by the embargo policies governing ACC's annual meeting. The embargo policy states that coverage of abstracts being presented at the annual meeting is strictly prohibited until the start time of the presentation or the beginning of the media briefing containing the research, whichever comes first. The embargo on poster presentations lifts when the poster session containing the poster opens for viewing. Content that may be pre-published online in advance of print publication is still subject to the ACC embargo policy. Abstracts not scheduled for presentation at the annual meeting have an embargo date of the official release of the abstracts to the public (see paragraph below), and press releases on these abstracts must contain the following notification: "This abstract was not selected for presentation at an oral or poster session; it was printed in the ACC Program and Abstracts Book."

On-Site Guidelines

Registered media are required to wear ACC media badges at all times while on site at the annual meeting. All scientific sessions, education sessions, oral and poster abstract sessions, and special lectures at the annual meeting are open to the media. Entry into sessions requires a badge. Meet-the-Expert and Education Spotlight Sessions are restricted to registered medical professionals only. Registered media (with badges) are the only attendees permitted to photograph and audiotape sessions (except for those who have obtained written permission from the guest lecturer beforehand). Audiotapes will be available from the ACC Newsroom staff.

Videotaping any of the ACC sessions is strictly prohibited. If the media are interested in videotaping on site, they can do so only with the permission of ACC and when accompanied by an ACC media relations staff member.

An interview room equipped with one phone line may be reserved by registered media through the media room staff. In addition, the media briefing room may be reserved by registered media who require a larger room or a room for an extended period of time. The Media Briefing Room is equipped with phone lines and a mult box. Use of both the interview room and the Media Briefing Room are by appointment only and subject to availability. Special requests related to media facilities above and beyond what is provided by ACC must be made in writing no less than three weeks prior to the annual meeting, and must be approved by ACC.

Media Room and Media Briefing Policies

Media credentials are required for entry to the media room. Company and public relations representatives are not permitted in the media room. All public relations and corporate representatives are expected to be respectful of reporters' needs and deadlines. ACC will provide a bulletin board where representatives may leave messages for journalists.

Researchers presenting data at an ACC media briefing are permitted to invite two company and/or institution representatives to attend the briefing. Those representatives must contact the ACC media relations staff in advance of the briefing to obtain proper credentials. Guests of media briefing participants may not engage in promotional discussions during the briefings or inside the briefing room.

Corporate/Institutional Media Materials

For the convenience of registered media, companies and institutions are invited to bring media materials to be displayed in the exhibitor newsroom after review by the ACC. Send your media kits/materials to Amanda Jekowsky for review by February 20, 2008: ajekowsk@acc.org. **All materials to be displayed in the exhibitor newsroom must be reviewed by ACC in advance of the meeting. There will be no on-site review.** Information contained within the media materials must specifically pertain to research being presented at the annual meeting.

To meet the criteria for display in the media room, all media materials **MUST**:

- Be clearly labeled with the abstract number(s) of the research being highlighted.
- Prominently display the proper embargo time of the abstract(s) highlighted. Please contact the ACC media relations staff if you have questions regarding the correct embargo dates/times for the ACC abstracts.
- Include a citation that properly states the name of the College. An example of recommended text: "This information was presented at the 57th Annual Scientific Session of the American College of Cardiology."

Use of the ACC logo without explicit written permission is prohibited.

Violation of ACC Policies

ACC reserves the right to bar, from this and future annual meetings, any registered media who attempt to obtain advertising or subscriptions from any exhibitor or registrant, who deliberately promote the marketing objectives of a single company or institution, or who misuse media privileges to engage in activities other than journalistic pursuits.

If a company violates any of the above ACC policies, ACC reserves the right to reduce the violating company's priority points, prevent access to ancillary meeting space in future years, and/or prevent the company from participating as an exhibitor in future years.