

September 22, 2003

MEMO TO: Media Representatives

FROM: Christine Feheley
Associate Director, Communications

SUBJECT: **Media Registration and Hotel Reservations for ACC '04,
March 7–10, 2004, New Orleans**

ACC 2004: The ACC Annual Scientific Session [Advance Program](#), contains hotel, registration, and preliminary educational session information. ACC '04 will be one of the largest international gatherings for the presentation of new research and continuing medical education in cardiovascular medicine.

Topic

Tracks: Along with ACC's five subspecialty spotlight sessions, ACC '04's educational programs are organized along nine topic tracks, including myocardial ischemia and infarction; hypertension and vascular disease; prevention; valvular heart disease; angiography and interventional cardiology; cardiac function and heart failure; cardiac arrhythmias; noninvasive imaging; pediatric cardiology; and special topics.

Registration: Registering for the Annual Scientific Session, reserving hotel accommodations, and coordinating air travel are easy with "one-stop-shopping" through ITS Group of ExpoExchange, the ACC's housing and registration bureau. [Click here for further details](#). You may register and make your hotel reservation with ITS Group of ExpoExchange by mail, fax, or telephone **until February 16, 2003**.

Guidelines: Media representatives must adhere to the following guidelines for registering for ACC '04:

- Only forms stamped "MEDIA" may be used to register for the ACC Newsroom
- ITS Group of ExpoExchange maintains a database of ACC-approved media representatives. Individuals receiving this memo are authorized to contact ITS Group of ExpoExchange.

- Each organization may register a maximum of three representatives. [Please click here](#) for more detailed information regarding the media policy for ACC '04 coverage.

Newsroom: The **ACC Newsroom, located in room 238** on the second floor of Morial Convention Center, will be **open for on-site registration on Saturday, March 6, 2004, 3–5 p.m.** Pre-registered media may obtain credentials in the newsroom. **Please have proper credentials ready to present in order to pick up your credential for ACC '04.**

Briefings: The **opening media briefing is currently scheduled for Sunday, March 7, at 7:30 a.m.** Watch for schedules of this and other news conferences throughout ACC '04. Media briefings are held each day March 7–10 between 7:30 a.m. and 1 p.m.

Exposition: Please note that the Exposition opens on Sunday, March 7 at 9 a.m. There will be no Exposition on Wednesday, April 2. ACC '04 will once again feature an Exhibitor Newsroom, allowing you to access information from representatives of exhibiting companies. It will be located near the ACC Newsroom.

Questions: Please contact:

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