



Sept. 29, 2004

MEMO TO: Media Representatives

FROM: Christine Feheley
Associate Director, Communications

SUBJECT: **Media Registration and Hotel Reservations for ACC '05,
March 6 – 9, 2005, Orlando, Fla.**

ACC 2005: The ACC Annual Scientific Session *Advance Program* (http://www.acc.org/2005ann_meeting/pdfs/Advance_Program.pdf), contains hotel, registration and preliminary educational session information. ACC '05 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 the ACC's six subspecialty spotlight sessions, educational programs at ACC '05 are organized along ten topic tracks, including myocardial ischemia and infarction; vascular disease, hypertension and 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 on (http://www.acc.org/2005ann_meeting/registration/accommodations.htm) for further details. You may register and make your hotel reservation with ITS Group of ExpoExchange by mail, fax or telephone **until Feb. 15, 2005**.

Guidelines: Media representatives must adhere to the following guidelines for registering for ACC '05:

- 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 on **(http://www.acc.org/media/session_info/session_info.htm)** for more detailed information regarding the media policy for ACC '05 coverage.

Newsroom: The **ACC Newsroom, located in room 311** of the Orange County Convention Center, will be **open on Saturday, March 5, 2005, 3 p.m. – 5 p.m.** Media may **obtain credentials at the media registration counter in Hall C of the Orange County Convention Center beginning at noon on Saturday. Please have proper credentials ready to present in order to pick up your credential for ACC '05.**

Briefings: The **opening media briefing is currently scheduled for Sunday, March 6, at 7:30 a.m.** Watch for schedules of this and other news conferences throughout ACC '05. Media briefings are held each day from March 6 – 9 between 7:30 a.m. and 1 p.m.

Exposition: Please note that the Exposition opens on Sunday, March 6 at 9 a.m. There will be no Exposition on Wednesday, March 9. ACC '05 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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