

GENERAL OPERATIONS INFORMATION

The Exhibitor Newsroom is a workspace available for representatives from ACC.26 exhibiting companies to prepare for and conduct media interviews. It will be in Room **241** of the Morial Convention Center. Only exhibitor representatives and credentialed media representatives are allowed access to the ACC Exhibitor Newsroom. The space is first-come, first-served. **Please note that individuals with access to the Exhibitor Newsroom are NOT permitted in the ACC Newsroom.**

Exhibitor Newsroom hours (dates/times are subject to change):

Friday, March 27	10:00 a.m. - 5:00 p.m.
Saturday, March 28	7:30 a.m. - 5:00 p.m.
Sunday, March 29	7:30 a.m. - 5:00 p.m.
Monday, March 30	7:30 a.m. - 5:00 p.m.

REGISTRATION AND POLICIES

Only companies officially exhibiting at ACC.26 may use the Exhibitor Newsroom.

You must register as an Exhibitor to have access to, and work from, the Exhibitor Newsroom. Exhibitor Newsroom representatives will be issued an Exhibitor badge which will allow access to the Exhibitor Newsroom.

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.

Media Kits/Distribution

Exhibiting companies may provide news releases and other news materials related to their booth or science being presented at ACC.26 to the media via the online press kit. Materials to be distributed in the online press kit **must be pre-approved by the ACC and a review copy received by Friday, March 20, 2026**. Materials sent after this date are not guaranteed inclusion in the press kit. Send your sample media kits/materials for review to Nicole Napoli, ACC Director of Media Relations, at nnapoli@acc.org.

The ACC reserves the right to disallow materials deemed scientifically or otherwise misleading.

MEDIA EVENTS AT ACC.26

A Media Event is considered to be an industry event and must follow the meeting's [Ancillary Event Guidelines](#). A Media Event is defined as a news conference, product preview and/or interview that is directed to the news media where information about a company's products, services, research findings or studies is released.

Organizations that wish to host an industry event must submit a request via the online [Ancillary Event Request Website](#). A request must be submitted for each event. On the website, you will submit the details of the event, including date and time, title, description and anticipated attendance.

Media Events are permitted according to the following schedule:

Thursday, March 26	5:30 a.m.–12 midnight
Friday, March 27	5:30 a.m.–12 midnight
Saturday, March 28	5:30 a.m.–7:45 a.m., and 6:30 p.m.–12 midnight
Sunday, March 29	5:30 a.m.–7:45 a.m., and 6:30 p.m.–12 midnight
Monday, March 30	5:30 a.m.–7:45 a.m., and 5:45 p.m.–12 midnight

Please allow a minimum of five business days for review of your event. If the event is eligible for approval, you will receive an invoice for the registration fee (\$1,000, exhibitors; \$250, non-profit/university). Once full payment is received and processed (please allow an additional one to five business days for payment processing), you will receive an Ancillary Event Approval Letter via email. You may then contact any hotel, restaurant or entertainment venue to request function space. Any hotel you select will require that you provide a copy of the Ancillary Event Approval Letter before reserving function space for your organization. All communication from that point on will be between you and the venue, and any vendors you secure for transportation, audio/visual, food and beverage, etc. All charges for these items are the sole responsibility of the applicant.

Regardless of whether your industry event is being held in a hotel that is within or outside of the ACC block, or in any other venue, you must receive approval from the ACC to hold the event, or your event will be considered to be in violation of the ACC.26 Ancillary Event Guidelines. Events planned or occurring in violation of the Guidelines will be subject to immediate cancellation or termination. The ACC will not be responsible for expenses or losses resulting from the cancellation or termination of said events. Companies with events that are in violation of the Guidelines will lose all priority points that would have been earned for participation at ACC.26 and will not be permitted to hold events at future ACC Annual Scientific Sessions & Expositions.

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DISSEMINATION OF NEWS RELEASES

Curtain-opener press releases anticipating science to be presented at ACC.26 can be issued beginning Monday, March 16, 2026 at 8 a.m. ET; however, they **must not reveal any embargoed information and must include the date and time of presentation.**

Research results are embargoed until the BEGINNING OF THE PRESENTATION SESSION for Late-Breaking Clinical Trials and Featured Clinical Research. Poster and Oral Presentations are embargoed until they are posted online by the ACC, which for ACC.26 is on Monday, March 16, 2026 at 8 a.m. ET. For a small number of abstracts chosen for media promotion, the embargo time is later based on the determination of the ACC Media Relations Department; authors of those abstracts will be notified.

The ACC reserves the right to revoke Exhibitor Newsroom access at any time if the embargo policy is not honored. **It is the responsibility of the issuer to ensure the policy is honored.**

Presentation or discussion of scientific research results in any capacity, including at satellite meetings, at press conferences or in media interviews, prior to the scheduled Annual Scientific Session & Expo scientific presentation is forbidden.

The only exception to the above-mentioned embargo rule is closed investigator meetings for participants in the trial. These meetings must be held at ACC.26 and may be held beginning March 28, 2026, provided they are held during the designated time slots as outlined in the ACC.26 Ancillary Event Guidelines and are approved through the Ancillary Event Request Form approval process. Only exhibitors at ACC.26, and universities and non-profit organizations that are affiliated with or supported by one or more exhibiting companies may request permission to hold investigator meetings (visit <https://show.jspargo.com/accancillary26/ancillary/default.asp>) for more information).