

ACC.21 Exhibitor Newsroom Registration Form

Forms due May 3, 2021



GENERAL OPERATIONS INFORMATION

The Exhibitor Newsroom provides members of the media access to information from exhibiting companies and their representatives. It will be located in Meeting Room B306, in the Georgia World Congress Center

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

Friday, May 14, 2021	10:00 a.m. - 5:00 p.m.
Saturday, May 15, 2021	7:30 a.m. - 5:00 p.m.
Sunday, May 16, 2021	7:30 a.m. - 5:00 p.m.
Monday, May 17, 2021	7:30 a.m. - 5:00 p.m.

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

- Internet access for laptop computers
- A quiet workspace
- Opportunity to include meeting-related press releases in the electronic press kit for registered media
- Access to press conference recordings and/or live streams where available

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

- Only registered Exhibitor representatives and credentialed media representatives are allowed access to the ACC Exhibitor Newsroom.
- Exhibiting companies wishing to conduct interviews with the media may use an interview space **if the space is reserved by and they are accompanied by a credentialed journalist.**

REGISTRATION AND POLICIES

Only companies officially exhibiting at ACC.21 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 an Exhibitor badge which will include a ticket that will allow access to the Exhibitor Newsroom.

Registration forms are due May 3, 2021. Advance registration fee Before April 1 is \$100 per person. Registration fee on or after April 1, 2021 is \$150 per person. Fees must be paid on-site.

Up to four representatives from each organization, including public relations representatives, may register to use the Exhibitor Newsroom. **Please note that individuals registered for admittance to the Exhibitor Newsroom are NOT permitted in the ACC Newsroom.**

Exhibitor Newsroom credentials must be picked up on site at Exhibitor Registration and by the individual to whom they are issued. Photo identification is required.

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 May 3, 2021. 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.21 Exposition may not send representatives to the Exhibitor Newsroom. A refund will be issued for Newsroom badges, minus a processing fee of \$50 per badge. Please note: The 3% credit card processing fee is non-refundable.

Media Kits/Distribution

Companies registered for the Exhibitor Newsroom may provide news releases and other news materials related to their booth or science being presented at ACC.21 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, May 7, 2021.** Send your sample media kits/materials for review to Nicole Napoli at nnapoli@acc.org.

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

MEDIA EVENTS AT ACC.21

A Media Event is considered to be an industry event and must follow the ACC.21 Ancillary Event Guidelines, available online at <https://dc.jspargo.com/download/acc/2021/ancillary/ACCAncillaryGuidelines.pdf>. 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, May 13	5:30 a.m.–12 midnight
Friday, May 14	5:30 a.m.–12 midnight
Saturday, May 15	5:30 a.m.–7:45 a.m., and 6:30 p.m.–12 midnight
Sunday, May 16	5:30 a.m.–7:45 a.m., and 6:30 p.m.–12 midnight
Monday, May 17	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.21 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.21 and will not be permitted to hold events at future ACC Annual Scientific Sessions & Expositions.

DISSEMINATION OF NEWS RELEASES

Curtain-opener press releases anticipating science to be presented at ACC.21 can be issued beginning May 3, 2021 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 TIME OF SCIENTIFIC PRESENTATION for late-breakers and featured clinical research. Poster and Oral Presentation abstracts are embargoed until they are posted online by the ACC or, for a small number of abstracts chosen for promotion, until the time established by the ACC Media Relations Department.** The 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 honored.**

Presentation or discussion of scientific research results at satellite meetings or press conferences 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.21 and may be held beginning May 15, 2021, provided they are held during the designated time slots as outlined in the ACC.21 Industry Event Guidelines and are approved through the Industry Event Request Form approval process. Only exhibitors at the ACC Annual Scientific Session & Expo, 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/accancillary21/ancillary/> for more information).