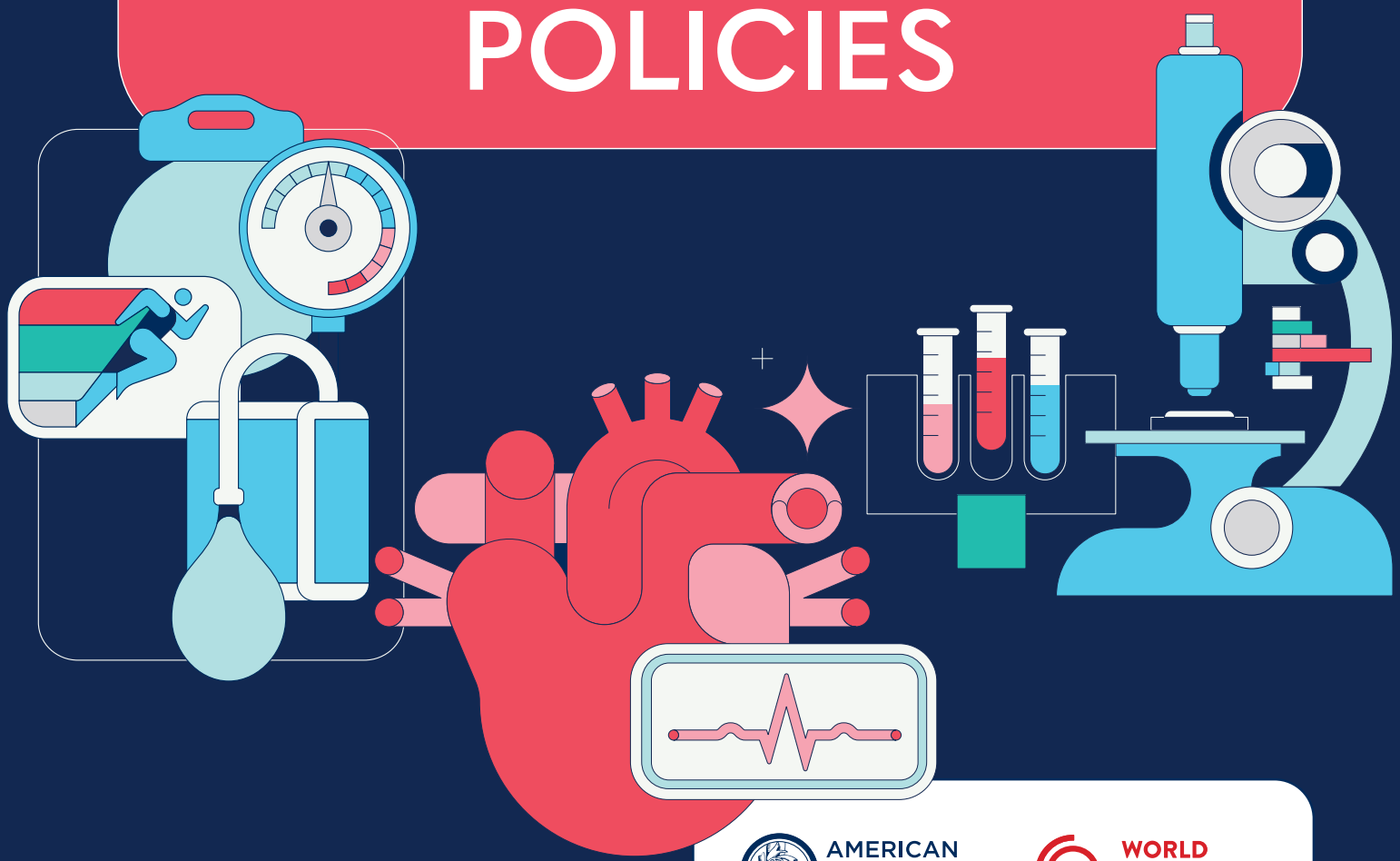
ACC.27 TOGETHER WITH WCC

APRIL 10 – 12, 2027 | HOUSTON, TX

MEDIA & COMMUNICATIONS POLICIES



AMERICAN COLLEGE of CARDIOLOGY

WORLD HEART FEDERATION

TRANSFORMING CARDIOVASCULAR CARE FOR ALL

ACC.27 TOGETHER WITH WCC

The American College of Cardiology will join with the World Heart Federation to host ACC.27 Together With WCC in Houston, April 10 – 12, 2027. ACC media and communications policies provide journalists, investigators and public relations representatives with information about the rules for promoting and covering the Annual Scientific Session. Questions about these policies may be directed to Media Relations Director Nicole Napoli, *nnapoli@acc.org*.

GENERAL EMBARGO POLICY

Late-Breaking Clinical Trials, Featured Clinical Research and Investigative Horizons presentations are embargoed until the **start of the session** in which they are presented (not each individual presentation time). Posters and Oral Presentations are embargoed until official publication in the online program planner, which is Monday, March 29, 2027, at 8 a.m. ET for ACC.27-WCC. All data from poster and oral presentations lifts on Monday, March 29. Some abstracts may be held longer or released earlier to support additional media promotions. Lead authors of these abstracts will be notified in advance if this occurs, and lead authors are responsible for notifying all authors and other relevant stakeholders of the embargo time. Members of the media, investigators, organizations issuing press releases and others with access to research accepted for presentation during ACC.27-WCC are required to abide by the embargo policies.

Violation of ACC embargo policies can result in removal of the research from the scientific program, removal of individuals and/or companies from the meeting, revocation of media credentials, and/or withdrawal of embargo access for one year for journalists and/or news organizations.

SOCIAL MEDIA

Communicating about ACC.27-WCC by way of social media is encouraged within embargo restrictions. Photographs from ACC.27-WCC, including images of single slides from sessions, are allowed to be shared via social media. The social media hashtags for ACC.27-WCC are #ACC27 and #WCCardio. Follow ***@ACCMediaCenter*** and ***@ACCinTouch*** for meeting updates.

For more information, scroll down or follow the links to:

Communiations Policies for **JOURNALISTS**
Communiations Policies for **INDUSTRY**
Communiations Policies for **INVESTIGATORS**

These policies were last updated July 1, 2026 and are subject to change. Please check with the ACC Media Relations Department for further updates.

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FOR JOURNALISTS

MEDIA REGISTRATION

Media registration for ACC.27-WCC begins in the fall of 2026. Properly credentialed members of the media receive access to complimentary media registration, an embargoed press kit, daily press briefings, additional interview opportunities, and access to the onsite Media Center, which includes workspace, interview rooms and the Exhibitor Newsroom.

MEDIA REGISTRATION QUALIFICATIONS AND REQUIRED DOCUMENTATION

Journalists who are employed by accredited news organizations attending ACC.27-WCC for the purpose of developing editorial news coverage of the meeting are eligible for media credentials. Registration at previous ACC meetings does not guarantee approval.

To be eligible for media registration, journalists in all categories must be directly involved in the creation of news content for organizations that meet these criteria:

- Publish original editorial news coverage in a regular news section
- Have complete editorial freedom from advertisers, funders and/or sponsors
- If sponsored, the outlet has multiple sponsors (no single-sponsor publications)
- Advertisers, sponsors, paid editorial and other funding sources are clearly identified

To qualify, journalists must register and must be prepared to provide the following:

- Media identification (such as an international, accredited press pass or an official media-outlet-issued credential)
- Examples of the journalist's work, preferably with bylines, that represent the type of news coverage they expect to generate at ACC.27-WCC (scientific research studies/ papers, textbooks, textbook chapters and continuing medical education materials do not qualify as news coverage)
- Journalists who received credentials for previous ACC meetings must submit bylined coverage of the previous meetings.
- If meeting coverage is behind a paywall, journalists must provide the ACC with a username and password for full access to the website. This access will be used solely for the purpose of verifying eligibility and confirming coverage post-meeting.

FREELANCE JOURNALISTS must provide a letter of assignment from a qualified publication or media outlet in addition to the items listed above.

NEWSLETTER MEDIA must submit three issues of the newsletter and copies of three bylined news articles. Newsletters must also describe how the publication is distributed and details about the audience. If a representative was registered as media at a previous ACC meeting, at least one of the newsletter issues submitted must include the resulting editorial coverage, and at least one issue must demonstrate the newsletter provides original, regular, ongoing editorial news content that meets the criteria for news organizations. Newsletter media that meet the above criteria may register one representative.

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FOR JOURNALISTS *continued*

REPRESENTATIVES FROM ONLINE TRADE MEDIA, BLOGS, MEDICAL PUBLISHING COMPANIES, HEALTH CARE ASSOCIATION PUBLICATIONS AND UNIVERSITY PUBLICATIONS must provide representative samples of past work. The publication/media outlet they represent must produce/publish regular and ongoing original news coverage, have editorial freedom and, if sponsored, have multiple sponsors that are clearly identified (single-sponsor outlets are not eligible).

DOCUMENTARY FILM CREWS AND VIDEO PRODUCTION COMPANIES must submit a written request no less than three weeks prior to the start of the meeting that includes information about the company, the purpose of attending the meeting, a synopsis of film/video/documentary and information on the sources of financial support for the project.

WHO IS NOT QUALIFIED FOR MEDIA CREDENTIALS?

The following are not eligible for media credentials or access to the Media Center and embargoed media materials:

- Financial or industry analysts
- Industry representatives
- Staff or freelancers representing non-media websites and/or for-profit company websites that do not have independent editorial staff
- Publishers, executive staff, sales representatives, advertising, marketing and public relations personnel associated with books, magazines, broadcast outlets, websites or other media outlets
- Writers, editors or contributors to single-sponsor publications, including in-house or industry publications or websites
- Personnel who work in their organization's exhibit; individuals who work in the exposition must register as exhibitors and dual registration is not allowed; these personnel may be eligible for access to the Exhibitor Newsroom
- Representatives of organizations that produce publications, videos and/or other media intended for internal use, marketing, advertising, financial analysis or public relations purposes
- Representatives from medical education companies attending ACC.27-WCC for the purpose of creating continuing medical education or other commercial educational content or recruiting writers
- Editors, writers, and scientific advisory board members for journals that do not have editorial news sections; for journals with editorial news sections, only personnel directly involved in gathering and writing independent news coverage in a regular news section are eligible with appropriate documentation
- Staff from public relations firms, advertising agencies or production companies
- Representatives of corporate, academic or hospital public relations, advertising or marketing departments
- Physicians and other medical providers seeking Continuing Medical Education credit; the appropriate paid registration is required to obtain CME credit/documentation
- Individuals reporting meeting news via social media or social networking platforms only

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FOR JOURNALISTS *continued*

ON-SITE GUIDELINES FOR JOURNALISTS

ACTIVITIES NOT ALLOWED

- Sales, marketing or representing a company for the purposes of obtaining advertising, subscriptions, selling video production, or other products or services from any registrant or exhibitor
- Misrepresentation of role or activities to obtain media registration
- Sharing or distributing embargoed media materials beyond those immediately involved in development of the news coverage prior to the end of the embargo
- Developing materials or collecting materials to assist in development of continuing medical education programs or materials.
- Soliciting presenters or writers for CME programs or publications
- Soliciting manuscripts
- Publishing or posting presentation slides, news conference slides, abstracts or posters or substantial portions of these materials with the exception of images of single slides from sessions shared via social media (slides, posters and other presentation materials are provided to the media solely to assist in the development of original news coverage and not for copying, sale or redistribution)

FILMING, VIDEOTAPING, AUDIO RECORDING AND PHOTOGRAPHY

- Camera tags are required for media using professional grade photography equipment, which is defined as cameras with interchangeable lenses, and all video cameras and camcorders whose primary function is videography
- Camera tags are not required for journalists using non-professional grade still cameras or camera phones taking photographs, video or audio to aid in developing original news coverage outside the exhibit hall or for single images to illustrate original coverage within guidelines provided
- Registered media may photograph, videotape or record audio from any ACC press conference, in designated areas within and immediately outside the press conference room, and in interview rooms in the media complex with the express permission of individuals appearing in the video
- Registered media may take photos (non-flash only) and record audio in the poster hall and in the session rooms for use in developing or illustrating original coverage or for social media purposes (See Social Media section for more information); video is not permitted in the poster hall or session rooms at any time; substantial portions of posters, presenter slides and presentations may not be photographed,

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FOR JOURNALISTS *continued*

copied or reproduced in any form for resale or replayed for commercial use

- Registered media may video record in most other public areas of the convention center with permission of participants whose images could be captured so that they are identifiable
- Photography, videotaping or recording must cease if it is deemed unwanted, disruptive, or a hazard by any representative of ACC
- Registered media may photograph and/or record video of the general Exhibit Hall with explicit permission from individual participants and exhibiting companies whose booths, images or trademarks are captured; media personnel must obtain prior permission from the specific exhibiting companies before taking photographs, audio recordings or video recordings of (or within) individual booths
- Registered media personnel must obtain prior permission from the ACC Show Management and specific Learning Destination participants before taking photographs or video of (or within) Learning Destinations; contact ACC Media Relations staff for assistance getting permission

VIOLATION OF ACC POLICIES

By accepting a media registration for ACC.27-WCC or accepting ACC embargoed materials from the ACC's media kit or via email, fax, regular mail, thumb drive or embargoed media newsroom website, journalists acknowledge the embargoed information is for their use in preparing media coverage and they will not distribute or publish the information while the embargo is in effect. The embargo policy also applies to news releases or other communications from outside organizations that include embargoed information scheduled for presentation at ACC.27-WCC.

The ACC reserves the right to bar from this and future Scientific Session events any registered media representative who attempts to obtain advertising or subscriptions from any exhibitor or registrant, who promotes the marketing objectives of a single company or institution, or who otherwise misuses media privileges to engage in activities other than journalistic pursuits.

All meeting materials including but not limited to slides, news conference slides, abstracts, posters or any substantial portion of the above mentioned materials are owned by the American College of Cardiology. The American College of Cardiology reserves all copyrights in meeting materials including but not limited to the materials mentioned above.

By accepting a complimentary media registration, journalists agree to abide by ACC embargo policies related to studies scheduled for presentation during ACC.27-WCC. Violations of the embargo policy can result in expulsion from the meeting, revocation of media credentials for the current year and next year, and removal from access to embargoed ACC journal information.

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FOR INDUSTRY

EMBARGO POLICY

Each year a limited number of studies accepted for presentation during the ACC Annual Scientific Session are featured in the ACC press program. The ACC will notify lead investigators by early January 2027 if their submission has been selected for inclusion in the official ACC.27-WCC press program. The ACC welcomes the participation of institutions in promoting research to be presented at ACC.27-WCC. All promotions must fall within the ACC Embargo Policy and the ACC's Communications Policies for Industry. For questions, please contact ACC Media Relations Director Nicole Napoli, ***nnapoli@acc.org***.

PROMOTIONAL MEDIA ACTIVITIES

Organizations with research being presented at ACC.27-WCC may not conduct promotional media activities that disclose results of the research prior to the end of the embargo period or during the official program times of ACC.27-WCC. Promotional media activities refer to any activities that involve news media outlets, satellite media tours or corporate receptions. Organizations with research being presented at ACC.27-WCC may not conduct embargoed media outreach or embargoed media interviews or share embargoed presentation materials without permission of the ACC Media Relations Department.

If a member of the media breaks an embargo as a result of an organization sharing information or conducting an interview prior to the end of the embargo, the ACC may enforce sanctions against the reporter or media outlet and/or the researcher and organization that released information ahead of the embargo release.

INVESTIGATOR MEETINGS

Embargoed research can be discussed during closed investigator meetings for participants in the trial. These meetings must be held at ACC.27-WCC, provided they are held during the designated time slots as outlined in the Ancillary Event Guidelines and are approved through the Ancillary Event Request Website approval process. Only ACC.27-WCC exhibitors, universities and nonprofit organizations may request permission to hold investigator meetings (visit ***ACC27.myexpoonline.com*** for more information).

REQUIRED DISCLOSURES

In certain cases, a determination may be made that to fulfill the requirements of the U.S. Securities and Exchange Commission (SEC) or a corresponding regulatory organization in any country where that company's stock is traded, a publicly traded company, before the public release date, must disclose data or information from confidential abstracts. This is generally deemed necessary when it is considered probable that a reasonable investor in the company would regard such data or information as constituting a significant change to the totality of information provided to the investor.

The abstract generally remains eligible to be included in ACC.27-WCC on the condition that the company, prior to the release, submits a letter to ACC signed by the company's General Counsel or other legal advisor. The letter must include the title of the abstract, specify the format/nature of the public disclosure, and state that the information must be publicly

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FOR INDUSTRY *continued*

disclosed to comply with securities laws and that the information disclosed is the minimum necessary to be in compliance with these laws. A copy of any press releases or other public statements that would be distributed must be provided in advance. Send required letter and any press release/public statement to Nicole Napoli, ACC Director of Media Relations, at ***nnapoli@acc.org*** at least one week prior to planned distribution.

The ACC reserves the right to exclude a study from consideration for the program, remove the presentation from the Late-Breaking Clinical Trials program, remove the study from consideration for a press release or other promotions, or to remove the study from the scientific program entirely if prior notice of public disclosure is not given and/or prior notice does not meet requirements listed above.

EXHIBITOR NEWSROOM

Registered exhibitors have access to the Exhibitor Newsroom, which includes workspace, internet access, and the opportunity to include approved press releases related to the meeting in the online press kit. Only exhibitors with an exhibitor badge and registered media are allowed access to the ACC Exhibitor Newsroom. The space is first-come, first-served.

For more information visit ***ACC.org/Exhibitor-Newsroom***.

INDUSTRY/EXHIBITOR PRESS RELEASE GUIDELINES

Press releases announcing activities at ACC.27-WCC must meet the following guidelines:

- Include a reference to ACC.27-WCC in the body of the release, preferably in the first two to three paragraphs. Suggested language for identifying the meeting: "…presented at the American College of Cardiology's Annual Scientific Session & Expo Together With World Heart Federation's World Congress of Cardiology."
- Include presentation time and forum at the meeting for presentations referenced
- Abide by embargo policies (press releases with embargoed information cannot be distributed until after the end of the embargo period)
- Do not suggest an endorsement of a product or service by the American College of Cardiology or World Heart Federation; releases may provide background paragraphs about the ACC's Annual Scientific Session/WHF's World Congress of Cardiology and/or the ACC or WHF, but not as a boilerplate that suggests it is an ACC or WHF-sponsored release
- Must not be scientifically misleading or ethically questionable

Curtain-opener press releases anticipating science to be presented at ACC.27-WCC can be issued beginning Monday, March 29, 2027 at 8 a.m. ET; however, they must not reveal any embargoed information. Late-Breaking Clinical Trial, Featured Clinical Research and

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FOR INDUSTRY *continued*

Investigative Horizons results are embargoed until the START OF THE CORRESPONDING LBCT, FCR OR IH SESSION (not the individual presentation time). Data in Poster and Oral Abstract Presentations are embargoed until the abstracts are posted online by the ACC (Monday, March 29, 2027 at 8 a.m. ET) or, for a small number of abstracts chosen for promotion, until the time established by the ACC Media Relations Department (authors of abstracts chosen for promotion are notified by early January 2027). 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.

Press releases must be submitted to Media Relations Director Nicole Napoli, ***nnapoli@acc.org***, for review at least one week prior to distribution with **"ACC.27-WCC Press Release for Review"** in the subject line. Releases not submitted one week prior to distribution cannot be guaranteed timely approval and may not be eligible for inclusion in the exhibitor newsroom or online media kit. Please note that all press releases mentioning ACC.27-WCC and related events or presentations must have ACC approval before they are distributed.

MEDIA REGISTRATION LISTS

The ACC Annual Scientific Session typically registers more than 250 medical, health, general news and business reporters from U.S. and international trade publications, newspapers, wire services, popular news outlets and health information websites. The ACC does not share, rent, or sell current or past media registration lists in any form.

ACCESS TO MEDIA CENTER

Public relations and industry representatives will not have access to the Media Center, except for the Exhibitor Newsroom with the appropriate registration. Company or product literature, statements or news releases may not be distributed in the adjacent hallways and areas around the Press Conference Room or Media Center, and industry representatives are prohibited from soliciting media or loitering in those areas. For more information on Exhibitor Newsroom Registration, visit ***ACC.org/Exhibitor-Newsroom***. Registration includes posting media materials in the official media kit and gaining access to workspace in the Exhibitor Newsroom.

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FOR INVESTIGATORS

EMBARGO POLICIES

Except for a small number of abstracts identified for additional media promotions, abstracts accepted for presentation in poster sessions or as oral presentations are under embargo until they are posted in the online program, Monday, March 29, 2027, at 8 a.m. ET. All data planned for presentation in the Oral or Poster abstract session is off embargo at this time. Lead authors will be notified of a different embargo time if their abstract is identified for media promotion and are responsible for notifying all authors and other relevant stakeholders of the embargo time. Authors of abstracts selected for additional media promotion will be notified by early January 2027.

Abstracts accepted as Late-Breaking Clinical Trials, Featured Clinical Research or Investigative Horizons remain under embargo until the scheduled start of the session in which they are to be presented (Not the individual presentation time). Contact ACC Media Relations Director Nicole Napoli, ***nnapoli@acc.org***, if you have questions about embargo times.

Abstracts accepted for presentation in any format at ACC.27-WCC may not be presented at other U.S. national meetings or international meetings or published in journals prior to the embargo time set by the ACC (See the "Eligibility Policies" in the ACC.27-WCC Abstract and Case Policies and Procedures for further information). See important instructions below for studies being considered for simultaneous publication.

Presentation or discussion of scientific research results at industry events, press conferences, or in media interviews prior to the scheduled ACC.27-WCC scientific presentation is considered an embargo break and strictly forbidden, except in closed investigator meetings that meet requirements outlined in the Industry Event Guidelines. Investigators with research being presented at ACC.27-WCC may not conduct embargoed media outreach or embargoed media interviews or share embargoed presentation materials without permission of the ACC Media Relations Department.

ABSTRACTS

Abstracts accepted for poster or oral presentation at ACC.27-WCC will be published as an online *JACC* supplement. Abstracts not accepted for presentation are not published and will not be disclosed outside of the ACC and persons associated with the selection process.

Responsibility for compliance with any disclosure or nondisclosure requirements resides with researchers and/or research sponsors.

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FOR INVESTIGATORS *continued*

SIMULTANEOUS PEER REVIEWED JOURNAL PUBLICATION

If an accepted work is being considered for publication in a peer-reviewed journal, it is the responsibility of the author or presenter to notify the journal of the scheduled presentation at ACC.27-WCC as soon as possible and to notify the ACC Media Relations Department immediately of the publication's name and a contact at the journal. Many journals have expedited online publication, which can move very quickly, so it is important to promptly communicate information about possible publication in order to avoid an embargo violation, which could result in the research being removed from the ACC.27-WCC program.

If your research is being considered for publication, immediately contact ACC Media Relations Manager Olivia Walther, ***owalther@acc.org***. The ACC will coordinate simultaneous release with the publication.

PRESS CONFERENCES

A limited number of abstracts will be chosen for additional promotion by the ACC Media Relations Department. Promotion may include participation in a press conference and/or a press release. Investigators whose work is chosen for a press conference and/or press release will be contacted by the ACC Media Relations Department to assist in development of press materials and/or to plan participation in a press conference. Investigators whose abstracts are accepted are obligated to cooperate in these promotional activities if asked. Embargo release times for abstracts chosen for promotion may be different than other abstracts in the same category. ACC media staff will communicate actual embargo information to the author identified in the submission process as the lead author. The author is responsible for communicating embargo information to all other authors and relevant stakeholders. These abstracts may also be withheld from the initial online posting of the meeting proceedings.

PRESS BRIEFINGS

Investigators presenting research at an ACC.27-WCC press briefing are permitted to invite other authors named in the study plus one company or institutional public relations representative to attend the briefing. Investigators must submit the names of these guests to ACC staff in advance. Guests of press briefing participants may not engage in promotional discussions during the briefings, inside the briefing room or immediately outside the briefing room.

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