



# AMERICAN COLLEGE *of* CARDIOLOGY

The American College of Cardiology (ACC) holds educational meetings and conferences throughout the year, including the ACC Middle East Conference. ACC media and communications policies provide journalists, investigators and public relations representatives with information about the rules for promoting and covering the conference. Questions about these policies may be directed to Sr. Media Relations Associate Katie Glenn, [kglenn@acc.org](mailto:kglenn@acc.org).

## **GENERAL EMBARGO POLICY**

Poster presentations (abstracts) are embargoed until the start of the opening session at the conference. 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 the ACC Middle East Conference 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 the ACC Middle East Conference by way of social media is encouraged within embargo restrictions. Photographs from the conference, including images of single slides from sessions, are allowed to be shared via social media. The Twitter hashtag for the ACC Middle East Conference is #ACCIntlConf. Follow @ACCMediaCenter and @ACCinTouch for meeting updates.

## **MEDIA REGISTRATION**

Media registration for ACC Middle East Conference begins three to six months in advance of the conference. Properly credentialed members of the media receive access to complimentary media registration, embargoed press materials and additional interview opportunities.

## **MEDIA REGISTRATION QUALIFICATIONS AND REQUIRED DOCUMENTATION**

Journalists who are employed by accredited news organizations attending the ACC Middle East Conference 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 the ACC Middle East Conference. (Scientific research studies/papers, textbooks, textbook chapters and continuing medical education materials do not qualify as news coverage)
- If meeting coverage is behind a paywall, journalists must provide the ACC PDF copies of bylined articles.

**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. 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.

**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 the 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 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. Dual registration is not allowed.)
- 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 the ACC Middle East Conference 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 platforms only

#### **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**

- 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, 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 Expo Department 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 the ACC Middle East Conference or accepting ACC embargoed materials through email, fax, regular mail, thumb drive or from the ACC's Media Relations staff, 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 the ACC Middle East Conference.

The ACC reserves the right to bar from this and future ACC 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, 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 Middle East Conference. 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.