

## Media Attendance Policy

The Cystic Fibrosis Foundation provides the option of complimentary access to the North American Cystic Fibrosis Conference and the Exhibit Hall to credentialed members of the media for the express purpose of gathering information to produce news coverage of the 33<sup>rd</sup> Annual North American Cystic Fibrosis Conference (NACFC). **Media credentials are granted to representatives of news media outlets that provide widely accessible, regularly appearing, original news coverage to professionals and the public.**

Representatives from qualified media outlets must represent the editorial staff, not the advertising or marketing staff of their news organization. Publishers of books and magazines, and representatives of sales, advertising or marketing departments of publications and broadcast outlets, are not considered part of the editorial staff and are not permitted to register as media.

Physicians covering the meeting for a media outlet may register as a regular attendee or as the representative of an approved media organization, but not as both.

## Press Registration Requirements

All media planning to attend NACFC must register with the Foundation's Media Relations team. Media are asked to submit their registration request prior to the NACFC registration deadline. On-site registration is permitted. We ask that on-site registrants present valid press credentials or a letter of assignment.

Those approved for registration will receive an email with specific instructions about how to register and secure housing. All press registration credentials are subject to review by the Foundation's Media Relations office.

## Other Guidelines

Photography and Video: Photography, video, and audio recording of any kind for any purpose is prohibited without prior authorization.

Social Media: The Foundation encourages the use of Twitter within embargo restrictions to update followers on the latest news coming from NACFC sessions. The Twitter hashtag for the 2019 NACFC is #NACFC. Reporters can follow @CF\_Foundation for conference updates.

Press Conferences: Press conferences are prohibited.

Interview Requests: No interviews of Foundation representatives or staff may be conducted without express consent by the Foundation's Media Relations office. The Foundation's press staff will be available onsite to facilitate interviews and other requests, but cannot guarantee availability of specific spokespersons. If an onsite interview cannot be accommodated, please email [mediarelations@cff.org](mailto:mediarelations@cff.org) and we will do our best to coordinate a response at a later time.

Violations of press registration: Registered media may not use their NACFC access to sell products or services to attendees or exhibitors. Media may not distribute promotional materials of any kind during NACFC, including materials related to their respective media outlets. In addition, representatives

wearing media badges may not work in any exhibit sponsored by their publishing companies. Individuals who need to work in an exhibit are required to register as an exhibitor. Media found in violation will lose media credentials for this and subsequent meetings.

## Special Notes

For security purposes, NACFC badges:

- Must be worn and visible at all times;
- Are required for admittance to all events and press facilities;
- Are the sole property of the Foundation; and
- Are non-transferable (may not be shared).

False certification of individuals as media or paid meeting attendees, misuse of badges, assisting unauthorized persons to gain access to any Foundation meeting or co-sponsored symposia event or materials, or any inappropriate or unauthorized conduct will be just cause for:

- Repossessing badges;
- Revoking media credentials of any individuals involved; and
- Expelling all parties involved from the meeting without obligation for refund of any fees.

Information regarding media registrants is proprietary. The Foundation does not give, rent or sell current or past information on NACFC media registration lists including but not limited to contact information and names.

In addition, individuals who attend or are part of a Foundation meeting or co-sponsored symposia may not engage in any demonstrations or other behavior that the Foundation deems to be potentially disruptive to the conduct of the meeting. Violation of this rule is grounds for immediate dismissal from the meeting and/or ineligibility for attendance at future Foundation meetings.

## Embargo Policy

- All science being presented at the Foundation's 33<sup>rd</sup> Annual North American Cystic Fibrosis Conference (NACFC) is embargoed and remains confidential/not for public information or release until abstracts are made available on the Wiley Online Library on **Wednesday, September 4, 2019**.
- All Information to be presented in an oral or livestream presentation at the 2019 NACFC is embargoed until the scheduled start time of the presentation or livestream.
- Information included in poster or e-poster presentations are proprietary and confidential. All information is confidential unless express, written consent is granted by the author(s). If consent is granted by the author to release the content of their presentation, the embargo will lift at the start of the session that includes the presentation.
- Members of the media must adhere to the Cystic Fibrosis Foundation's Embargo Policy for all abstracts, oral, livestream, or poster presentations and cannot break the embargo even if the information is obtained from an outside company or organization. Failure to abide by the Embargo

Policy may result in suspension of media credentials at the 33<sup>rd</sup> NACFC as well as future meetings, and may also impact the ability to receive advance press materials for future meetings.

- The Foundation reserves the right to adjust the embargo as needed.

The full Embargo Policy can be found online at [nacconference.org/Exhibitors\\_and\\_Supporters/Policies/](http://nacconference.org/Exhibitors_and_Supporters/Policies/).

Any issues not covered in this document are at the sole discretion of the Cystic Fibrosis Foundation Staff.

**If you have any questions, please contact Cystic Fibrosis Foundation media relations team at [mediarelations@cff.org](mailto:mediarelations@cff.org).**