

Media Attendance Policy

The Cystic Fibrosis Foundation (the “Foundation”) provides complimentary access to the North American Cystic Fibrosis Conference (NACFC) and the Exhibit Hall to approved, credentialed members of the media for the express purpose of gathering information to produce news coverage of the 2022 NACFC, taking place Nov. 3-5. The following media policy applies to media attending NACFC virtually or in person.

The Cystic Fibrosis Foundation reserves the right to adjust the media policy as needed. Contact the Foundation’s media relations team at mediarelations@cff.org with any questions related to media attendance. Contact NACFC@cff.org for any questions about the conference.

Media Credential Eligibility

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 approved 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, with valid press credentials and/or letter of assignment to mediarelations@cff.org prior to the NACFC registration deadline, September 21. On-site registration is permitted. We ask that on-site registrants present valid press credentials or a letter of assignment from the media outlet being represented.

Those approved for media attendance will receive an email with specific instructions for how to register for the event. All press registration credentials are subject to review and approval by and at the discretion of the Foundation’s Media Relations team.

Other Guidelines

- **Photography and Video:** Photography, video, and audio recording of any kind for any purpose is prohibited without prior authorization.
- **Social Media:** All social media posts must comply with the [NACFC Embargo Policy](#). The Foundation encourages the use of social media within embargo restrictions to update followers on the latest news coming from NACFC sessions. The Twitter hashtag for the 2022 NACFC is #NACFC. Media attendees can follow [@CF_Foundation](#) on Twitter for conference updates. If a meeting speaker does not wish to have presented research shared on social media, an announcement will be made before or during the presentation. Ignoring presenter requests is considered a violation of our policies.

- Posters: All information included in poster or e-poster presentations are proprietary and confidential and may not be shared on social media platforms unless express, written consent is granted. If a member of the media intends to report on embargoed content, they must request written consent from the author(s) and share the consent with mediarelations@cff.org for approval.
- 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 team (mediarelations@cff.org). The Foundation's media relations team will be available to review requests, but cannot guarantee availability of specific spokespersons.
- 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 who have media credentials 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 media credentials/badges:

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

False certification of individuals as media or paid meeting attendees, misuse of media credentials, assisting unauthorized persons to gain access to the 2022 NACFC or affiliated events, or any inappropriate or unauthorized conduct will be just cause for:

- Repossessing badges
- Revoking media credentials of any individuals involved
- Expelling all parties involved from the conference 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, media representatives who are approved to attend the 2022 NACFC may not engage in any 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 2022 NACFC and/or ineligibility for attendance at future Foundation meetings or events.

Embargo Policy

- All abstracts being presented at the 2022 NACFC are embargoed and remain confidential/not for public information or release until they are made available on the *Journal of Cystic Fibrosis* website and Science Direct on **Tuesday, Oct. 4, 2022**
- All information to be presented in an oral or livestream presentation at NACFC 2022 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. If a member of media intends to report on embargoed content, they must request written consent from the author(s) and share the consent with mediarelations@cff.org for approval.
- Members of the media must adhere to the [NACFC embargo policy](#) for all abstracts, oral, livestream, poster, or e-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 NACFC 2022 and future Foundation meetings and may disqualify violators from receiving advance press materials for future Foundation meetings.
- The Foundation reserves the right to adjust the embargo as needed.

The full Embargo Policy can be found online at <https://www.nacfcconference.org/About/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.

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