



2027 MDA Clinical & Scientific Conference – Media Guidelines

MDA Conference protocols regarding media coverage and access, including unrelated breaking news.

Media Credentialing

All media must apply for credentials with direct assignment from approved outlets. Submit requests to press@mdausa.org. Attending press must agree to cover topics relevant to the MDA Conference focus.

2027 MDA Embargo Policy

To ensure the integrity and proper dissemination of research presented at the 2027 MDA Clinical & Scientific Conference, the following embargo policies apply:

Updated Embargo Policy for Abstract Presentations

Please note: This is a new policy for 2027. Oral and poster presentations are now subject to the same embargo requirements.

While authors may announce that their abstract has been selected for inclusion in the conference program, data and results from any abstract presentation — oral or poster — may not be shared in any form — including print, broadcast, online publication, media release, or conference presentation — prior to the official presentation date of **Sunday, March 21, 2027, at 6:00 PM ET**. Authors retain copyright to their abstract and poster.

Press Releases & Curtain Raisers

Sponsors, institutions, or authors may issue **curtain raisers** (general announcements that a presentation will occur) ahead of the meeting. These may include the title, author(s), and presentation time but **must not disclose study results or data**. All press releases that include study data or outcomes must **adhere to the official embargo date and time**.

Abstract Withdrawal Deadline

Requests to withdraw an abstract must be submitted not later than *March 5, 2027.

Author and Typo Corrections Deadline

Requests to correct author details or minor typographical errors must be submitted no later than *February 23, 2027.

Encores (Repeat Presentations)

Encores are permitted if:

- (i) copyright requirements from the initial conference are respected; and
- (ii) prior presentations are fully disclosed.

Permitted Pre-Meeting Promotion— Authors and their organizations may announce that the oral presentation has been accepted and scheduled. These announcements can include the **presentation title, author name(s), session name, date, time, and location**. However, **no study results, data points, or conclusions may be disclosed prior to the presentation**.

Press Releases— Press releases containing data from oral presentations must be embargoed until the official presentation start time. Curtain raisers (announcements without results) are permitted in advance.

Media Briefings— If a presentation is selected for a conference-organized media briefing, the embargo for that content will align with the timing of the briefing, unless otherwise specified.

Social media and Public Posts— Authors, sponsors, and media may post about oral presentation content **only after the presentation has begun**. Pre-presentation posts should be limited to promotional details without scientific results.

Encores— Oral encores are allowed under the same conditions as posters: prior presentations must be disclosed, and any copyright requirements from the initial presentation must be respected.

Promoting Accepted Presentations

Once an abstract is accepted, authors and their organizations are encouraged to promote it using the **title, author name(s), and scheduled presentation time**. We encourage you to tag **@MDAorg** on social media and use **#MDAconference** on posts. Presentation details will also appear in the interactive program on the MDA website.

Session Access and Recordings

Presentations at the in-person conference will be **live-streamed, recorded, and accessible on demand** to registered participants for up to one year after the event. All recordings are owned by MDA and are not permitted to be shared or republished.

If you have questions about the abstract submission process or poster session guidelines, please contact MDAconference@mdausa.org.

*Dates subject to change

On-Site Media Guidelines

Media credentialed for the event may conduct interviews in designated press areas and obtain approval from the MDA Press Office before filming or conducting interviews.

Media Events

Media events outside of the MDA Conference program are prohibited. Only MDA Conference-sanctioned news and event information will be provided to on-site media.

Restrictions on Off-Topic Coverage

MDA Conference prohibits media from shifting focus to unrelated breaking news while on site.

Social Media

Follow MDA on social media on [Instagram](#), [Facebook](#), [X](#), [TikTok](#), [LinkedIn](#), and [YouTube](#). Tag @MDAorg on Facebook, Instagram, X, and @Muscular Dystrophy Association on LinkedIn.

Use #MDAconference (lowercase c for accessibility).

Media Contact

Please contact press@mdausa.org for social media interviews with MDA leaders/staff #MDAconference.

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