

HOW TO DETERMINE IF YOU QUALIFY AS WORKING MEDIA AND GUIDELINES FOR WORKING THE SHOW

All Media registering on-site must provide the following:

- Hardcopy of the publication masthead listing name and title
- Hardcopy of article with byline
- Photo ID
- Business card

Am I Working Media?

If you fall under one of these categories, you may register for a "Working Media" badge (no cost):

Editorial Staff - writers, editors and photographers listed on the masthead as full time staff members

Freelance Photographer - on assignment for a major publication

Freelance Writer - on assignment for a major publication

Stylist - on assignment for a major publication or television program

Video and Television Crews - on assignment by a major broadcast / cable station

Internet News Site - one editor and one photographer per site

Bloggers will be reviewed on a case-by-case basis and fall under the same guidelines as Internet Working Media outlined below.

Specific Guidelines for Internet Working Media:

- Every web site qualifying as working media will receive no more than two working media badges (one photo editor with photo credentials and/or one editor/writer.) All additional representatives from the Web site will pay \$100 (\$150 on site) and receive a Media Sales badge.
- Every web site will be fully scrutinized for editorial content prior to receiving working media badges.
- Exhibiting web sites must have a media badge in order to cover the show.
- Web site must be active at time of registration.
- Only digital still and film still cameras are allowed. Video cameras are not allowed into the show with the exception of pre-approved television news crews.
- An Internet connection will be available at the registration area so on-site applicants can be immediately qualified as media sales or working media.

If you fall under one of the following categories, you will need to register for a "Media Sales" badge. (\$100 pre-registration by August 24, 2009 / \$150 Onsite):

Account Representative -- account executives, agency sales managers or other sales titles
Book and Magazine Publisher
Film companies/production companies not on assignment
Marketing Company Representative
Public Relations Representative
Stock/Agency Photographer
Photographer without a letter of assignment

No Video Cameras Allowed
(Unless on assignment for a major broadcast/cable station)

Photographers and Videographers, as a courtesy to exhibitors, please ask for permission and explain your intended use of the images before taking pictures.

For questions about media registration, please contact Sumar Clarke at 905.853.5031 s.clarke@btac.org.