

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 26, 2011 / \$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 519.961.9358 or s.clarke@btac.org.