

NEW ORLEANS MARRIOTT APRIL 30-MAY 3, 2017 PRESS REGISTRATION

This form is for credentialed media only who will be attending mediaXchange in a reporting capacity. It is not intended for individuals who are participating in the conference, even if you are employed by a media organization. Those participating in the conference must register as a regular attendee and are subject to the registration fee. To register as a regular attendee, click [here](#).

Each person seeking a press pass must fill out this form; the Alliance will not issue multiple passes to one person. The Alliance will review your information and notify you by email if you have been approved for a press pass. **Please bring your confirmation email and ID** to the registration desk at mediaXchange to receive your press pass. You will not be admitted into the conference if you do not have your confirmation email and ID with you.

***NOTE:** The number of press passes issued per media outlet may be limited due to space restrictions. The Alliance reserves the right to revoke previously-issued Alliance press registrations. Registration at prior Alliance conferences does not guarantee approval or waive the press registration requirement. Misconduct or misrepresentation of position and/or organization is grounds to be removed from the event and may result in being barred from future Alliance events.*

CREDENTIALLED MEDIA: Please fill out the form below and submit it to Lindsey Loving, News Media Alliance Communications Manager, at lindsey@newsmediaalliance.org.

CONTACT INFORMATION

Name: _____
 Title: _____
 Company: _____
 Address: _____
 Address 2: _____
 City/State: _____ Zip: _____ Country: _____
 Phone: _____ Mobile Phone: _____
 Email address: _____
 Website: _____
 Social media (Twitter handle, etc.): _____

MEDIA CATEGORY Please indicate the media category to which you belong

Consumer newspaper or magazine Online news site Print publication
 Photographer Trade publication Wire service
 Video production co. Broadcast (Radio) Broadcast (Television)
 Other (Specify) _____

Have you attended mediaXchange in the past? Yes No
 Will you be bringing a video camera(s) to the conference? Yes No

REGISTRATION Indicate registration type and provide additional information

Full conference registration – check one option below: **Partial conference registration** – select sessions:

Alliance member \$0.00 Monday, May 1st Sessions & Exhibits
 Non-member \$0.00 Tuesday, May 2nd Sessions & Exhibits

Special Event Selection – Please indicate which of the functions below you will attend:

Day 1 Meals (5/1, 9am-5pm)
 Day 2 Meals (5/2, 9am-5pm)

REFERENCES

Please provide a direct link to your latest article or report, with your name included, posted at an editorial or analyst firm website. The information can also be emailed to lindsey@newsmediaalliance.org.

Website URL: _____

Article URL: _____

If a direct link identifying your news media employment is not available, please provide one of the following: A letter of assignment from a news organization on company letterhead; Government-issued press ID; recent bylined article; or masthead showing your name and editorial title. Email lindsey@newsmediaalliance.org with questions.

ACCEPTED FORMS OF CREDENTIALS:

Print/Online/Broadcast News Media:

- The masthead copy or link from a current issue listing you as an editorial contact;
- A recent article or link with your by-line;
- A station/publication webpage listing you as news staff (news director, editor, producer, reporter, anchor)

Print, online, broadcast media, industry analysts, freelancers and photographers:

- Current, official press ID, issued by a government entity
- A letter of assignment from a news organization on letterhead saying registrant will represent the station/publication in a news gathering/reporting role.

Industry analyst/Researcher:

- A copy of the cover or link to a recent report or article, with your name, title and company. Report must not be solicited by an exhibitor or sponsor.

MEDIAXCHANGE NEWS MEDIA AGREEMENT AND AUDIO VISUAL POLICY

If you are approved for a press pass, you will agree to the following: 1) You/your organization will have limited permission to make still photographs, video and sound recordings/film portions of exhibits and/or sessions at mediaXchange 2017. 2) You may only act on behalf of the organization for which you received approval for a press pass. 3) You may not publish single video excerpts in excess of 5 minutes in length of mediaXchange 2017 sessions, speeches, other program elements or the exhibit floor. 4) You may only shoot video from designated locations in the event rooms. You may not place mics on speakers, panelists, podiums, lecterns or any place outside the designated shooting area. 5) You will not use artificial lighting when the room is darkened for projection or computer display purposes. 6) You will not engage in any streaming or webcasting of mediaXchange 2017 without News Media Alliance's prior written approval. 7) You are responsible for any charges incurred as a result of your videotaping. 8) News Media Alliance is the sole owner of the rights to make all photos, audio and video recordings at mediaXchange. This agreement is non-transferable. Any other person representing your organization who wishes to film, videotape or make video or sound recordings in sessions or on the exhibit floor must fill out a separate form.