



HOW TO APPLY FOR A PRESS CREDENTIAL:

Complete the Press Credential Application and fax to 678.686.5303
Review Press Credential Qualifications and become familiar with the Rules & Regulations.
Form must be completed in its entirety to be considered for press credentials..

COMPLETE APPLICATION FORM (PLEASE PRINT):

Company Name: \_\_\_\_\_
Name: \_\_\_\_\_
Title: \_\_\_\_\_
Company Street Address: \_\_\_\_\_
City: \_\_\_\_\_
State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_
E-mail: \_\_\_\_\_
Website: \_\_\_\_\_
Direct Phone: \_\_\_\_\_ Direct Fax: \_\_\_\_\_
Blog: \_\_\_\_\_
Twitter Name: \_\_\_\_\_
Facebook Name: \_\_\_\_\_

1. JOB TITLE/PRIMARY RESPONSIBILITY (check one box only)

- Ad/Sales
Editor
Editorial Director/ Editor-in-Chief
Home Editor
Market Editor
Other
Publisher
Producer
Reporter
Style Editor
Writer

2. WHICH BEST DESCRIBES YOUR MEDIA OUTLET?

(check one box only)

- Trade
Consumer

TYPE OF MEDIA (check one box only)

- Magazine
Newspaper
TV (National/Regional)
TV (Cable)
Internet
Other
Radio
Newswire
Trend Letter/Newsletter
Online/Blog
Research Firm

HOW TO SUBMIT YOUR APPLICATION:

FAX your completed application with all required information to 678.686.5303.

or

MAIL your completed application and supporting materials to:

AmericasMart Atlanta
ATTN: Chelsea Peabody
240 Peachtree St. NW
Suite 2200
Atlanta, GA 30303

QUESTIONS?

Call 404.220.2141 or email cpeabody@americasmart.com



# PRESS CREDENTIAL APPLICATION: photographer

## PHOTOGRAPHER CREDENTIAL:

Complete the Photographer Credential Application and fax to 678.686.5303. Review the Credential Qualifications and become familiar with the Rules & Regulations.

**NOTE:** One form per photographer/videographer.

## COMPLETE APPLICATION FORM (PLEASE PRINT):

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Direct Phone: \_\_\_\_\_ Direct Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Anticipated Run Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### By signing this form, you agree to abide by the following Rules/Regulations concerning photography:

1. You may not interrupt business for the purpose of photography.
2. Photographs may only be used for designated and approved purposes.
3. You may not solicit for sales of photographs.
4. You must obtain permission to photograph any individual or product.

### 2. WHICH BEST DESCRIBES YOUR MEDIA OUTLET?

(check one box only)

- Trade  Consumer

### TYPE OF MEDIA (check one box only)

- Magazine  Radio  
 Newspaper  Newswire  
 TV (National/Regional)  Trend Letter/Newsletter  
 TV (Cable)  Online/Blog  
 Internet  Research Firm  
 Other \_\_\_\_\_

## HOW TO SUBMIT YOUR APPLICATION:

**FAX** your completed application with all required information to 404.220.2427

or

**MAIL** your completed application and supporting materials to:

AmericasMart Atlanta  
 ATTN: Chelsea Peabody  
 240 Peachtree St. NW  
 Suite 2200  
 Atlanta, GA 30303

## QUESTIONS?

Call 404.220.2141 or email [cpeabody@americasmart.com](mailto:cpeabody@americasmart.com)



## PRESS CREDENTIALS QUALIFICATIONS AND RULES/REGULATIONS:

- All members of the working press must register with valid credentials/media verification.
- Qualified media representatives must attach a valid business card (with individual's name, title and the name of an approved media outlet); a valid outlet-issued credential or the masthead from an approved media outlet with individual's name and title listed.
- Freelance writers and photographers must present a letter of assignment from an approved outlet. Freelance writers or columnists not on an assignment must provide a copy of an industry-relevant bylined article, published within the past six months in an approved media outlet.
- Electronic media representatives, including editors of websites and blogs, must present proof of an existing site with relevant editorial content and proof of circulation.
- Previous attendance does not guarantee approval for press credentials.
- Submit one form per each person requesting credentials.
- All photographers/those wishing to photograph the show must fill out a separate photographer application.

## WHO QUALIFIES FOR PRESS REGISTRATION?

- Editorial members of approved print and broadcast outlets may register as working press. Advertising/Sales media may also register, but will be identified as SALES.
- *Eligibility is subject to approval by AmericasMart Atlanta*

## WHO DOES NOT QUALIFY FOR PRESS REGISTRATION?

- All non-editorial employees and/or representatives
- Marketing personnel (PR, creative services, etc.)
- Writers & publishers of personal or corporate newsletters
- Family/friends of approved media
- Any individual whose purpose for attending, in AmericasMart's judgment, is for reasons other than generating news coverage.

*\*Book authors' eligibility will be determined on a case-by-case basis.*

Non-eligible representatives (defined above) can not be credentialed by the media relations department.

PR representatives must register as an Exhibitor (and will need to work directly with the client to obtain a badge).

**Note:** Misrepresentation of position and/or publications/news outlet will prohibit you and your organization from future AmericasMart events.