



PRESS CREDENTIAL APPLICATION: photographer

PHOTOGRAPHER CREDENTIAL:

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

NOTE: One form per photographer.

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. All photographs may only be used for editorial 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)

- | | |
|---|--|
| <input type="checkbox"/> Magazine | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Newswire |
| <input type="checkbox"/> TV (National/Regional) | <input type="checkbox"/> Trend Letter/Newsletter |
| <input type="checkbox"/> TV (Cable) | <input type="checkbox"/> Online/Blog |
| <input type="checkbox"/> Internet | |
| <input type="checkbox"/> Other _____ | |

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 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.



RULES AND REGULATIONS:

1. Photographer/Videographer may not interrupt, obstruct, or otherwise interfere with the business of AmericasMart, its exhibitors, licensees or invitees.
2. Photography and videography may only be taken in such areas of AmericasMart's campus and at such times as have been approved by AmericasMart for such photography and/or videography, and the resulting photographs and/or video may be used only for the approved purposes.
3. Solicitation on AmericasMart's campus – including, without limitation, solicitation for the sale of photographs or video or for the sale of photographic or videographic services – is strictly prohibited.
4. Permission to take photographs and/or video on or about AmericasMart's campus does not convey to the Photographer/Videographer any rights whatsoever to the use, depiction or reproduction of any trademarks, service marks, trade dress, logos, copyrights, or to the likeness of any individual. It is the sole responsibility of Photographer/Videographer to obtain all necessary licenses or waivers permitting the use, depiction or reproduction of the intellectual property of AmericasMart or of any third-parties. Photographer/Videographer hereby indemnifies AmericasMart against any claims or damages resulting from its failure to obtain such licenses or waivers.
5. Photographer/Videographer may bring all reasonable and necessary equipment incident to the photography and/or videography onto the AmericasMart campus (at such times and in such manner as AmericasMart may prescribe), will remove the same after completion of the photography or videography, and agrees to be responsible for any damage to the AmericasMart campus directly or indirectly occasioned by or in connection with such photography or videography.
6. Photographer/Videographer assumes sole responsibility for ascertaining any risks associated with its access to and use of the AmericasMart campus, and hereby assumes all such risks (excepting only risks arising solely from the negligence or intentional misconduct of AmericasMart), and hereby waives any and all claims against AmericasMart, its agents, affiliates, and their respective employees, resulting from or arising in connection with any of the risks assumed by Photographer/Videographer pursuant hereto. In addition, Photographer/Videographer hereby indemnifies AmericasMart against any claims or damages resulting directly or indirectly from the presence of Photographer/Videographer on or about the AmericasMart campus, unless such claims or damages result solely from the negligence or intentional misconduct of AmericasMart.