



INTERNATIONAL

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PRESS CREDENTIAL APPLICATION: photographer

PHOTOGRAPHER CREDENTIAL:

Complete the Photographer Credential Application and fax to 678.686.5190.
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.
5. You must obtain the "press photographer" ribbon in the press room & wear it at all times during the show.

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

HOW TO SUBMIT YOUR APPLICATION:

FAX your completed application with all required information to 678.686.5190

or

MAIL your completed application and supporting materials to:

LIGHTFAIR® International
ATTN: Lisa Bokovoy
240 Peachtree St. NW
Suite 2200
Atlanta, GA 30303

QUESTIONS?

Call 404.220.2116 or email lisab@lightfair.com



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QUALIFICATIONS / RULES & REGULATIONS

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.
- The form must be filled out in its entirety to be considered for photographer credentials.

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. SALES media are prohibited from taking pictures.
- *Eligibility is subject to approval by LIGHTFAIR® International*

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 LIGHTFAIR'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 LFI® events.