



AGENCE PINK

MEDIA ACCREDITATION OTTAWA POP EXPO – NOVEMBER 22-23, 2014 AT EY CENTRE

Welcome to Ottawa Pop Expo. We are glad you have chosen to cover our show and we hope it will prove to be both fun and informative. To apply for media accreditation to attend Ottawa Pop Expo on November 22-23, 2014, please fill out this form and return it to pr@ottawapopexpo.ca **no later than Friday, November 7, 2014, 5:00 p.m. EST.**

Before completing this form, please read the guidelines on next page.

You will receive an email **by Wednesday, November 12** confirming or denying your credential request. Media passes will not be distributed prior the event. If you receive an email confirming your accreditation, you must go to the Media desk at the entrance to obtain your pass and press materials during show hours. **No admissions will be allowed before the regular show hours.**

Upon arrival at the Media desk, you must present a print out of your confirmation email along with a valid photo ID and the required verification material (see 'Verification material requirements' section on next page).

SURNAME

FIRST NAME

MEDIA OUTLET

TELEPHONE

EMAIL ADDRESS

ANY QUESTIONS?

Please contact: Leeja Murphy
 Email: pr@ottawapopexpo.ca



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MEDIA DESK HOURS OF OPERATION	
Saturday, November 22	10:00 a. m. to 7:00 p. m.
Sunday, November 23	10:00 a. m. to 5:00 p. m.

MEDIA ACCREDITATION GUIDELINES

- Media passes will be issued only to working journalists reporting on Ottawa Pop Expo. We will not issue passes to printers, print brokers or members of print media who are not journalists.
- Ottawa Pop Expo reserves the right to refuse media accreditation.
- No media passes will be given on site. You must submit an application form ***no later than Friday, November 7, 2014, 5:00 p.m. EST*** in order to obtain a pass.
- Accredited members of the press will receive a complimentary media pass to the Ottawa Pop Expo if they present their confirmation email, a valid photo ID and the required verification material.
- Special permission must be obtained for videotaping, filming or recording which will be used for commercial purposes. To be considered for such permission, please send an email to pr@ottawapopexpo.ca.
- Camera crews are free to roam the show floor, but they cannot set up equipment in a fixed manner (i.e., lights, chairs, etc.) without prior approval.
- Each member of a broadcast crew must register separately.
- Not following these specifications while onsite could result in a delay, non-issue or removal of a media pass and its privileges.

VERIFICATION MATERIAL REQUIREMENTS

You must submit the following credentials depending on your media category.

PERIODICALS, NEWSPAPERS, WEEKLY PUBLICATIONS, MAGAZINES AND ALL PRINT MEDIA

- Business card with your name, editorial title and media outlet logo AND a copy of a current masterhead, which clearly displays your name and editorial title.
- OR**
- A bylined article written by you and published within the last 12 months.

FREELANCE JOURNALISTS - PRINT MEDIA AND ELECTRONIC MEDIA

- Letter (on company letterhead) from a publisher, editor or producer stating that you are covering Ottawa Pop Expo for their entity (assignment letter).

OR

- A bylined article written by you and published within the last 12 months.

ONLINE PRESS/MEDIA

- Business card with name, editorial title and media outlet logo along with a printed copy of your online publication with your name and title appearing in an editorial capacity along with a copy of the website address. Journalists with commercial news web sites or fan sites/bloggers or podcasters are also eligible for media passes so long as they meet the above criteria.

BROADCAST PRESS/MEDIA

- Business card with name, editorial title and media outlet logo. Each member of the crew must register separately.

Please direct any media accreditation inquiries to Leeja Murphy at pr@ottawapopexpo.ca.