



Media Pass Application

Name of Assigning Media Outlet: _____
(Internet news sites must provide URL)

Name: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Work Email: _____

Work Phone: _____

Why would your outlet's audience be interested in Imaging USA? _____

In addition to this application, applicants must submit a letter on the assigning media outlet's letterhead, from the managing editor, publisher, or producer of the assigning media outlet, specifically assigning the applicant to cover the Imaging USA convention. Applicants must also send copies of the articles written about the event or future passes will not be given.

*All fields of form must be filled out. Otherwise, application will be discarded.

Fax completed form and letter of assignment to (404) 614-6406 by **December 22, 2008.

***PPA is under no obligation to provide anyone with a media pass to Imaging USA. Media passes will be distributed at the discretion of PPA Staff.

Imaging USA

Media Admission Policy: Rules & Considerations

1. Media passes are complimentary and all-inclusive (access to Imaging Expo, International Print Exhibit, educational programming, and any other events associated with the convention).
2. Media passes will be issued to **photographic trade media only**. (Exceptions may be made for live broadcast news crews and other local media.) Any other media interested in attending may contact awijesinghe@ppa.com to be considered for a complimentary pass granting access to the Imaging Expo and the International Print Exhibit only.
3. Members of a media outlet's editorial staff (reporters, journalists, editors, writers) are eligible for a media pass. Members of an outlet's management, design team, or sales force are not.
4. Providing a press badge and/or a business card is **NOT** sufficient to gain media access to Imaging USA.
5. To receive a media pass, media contacts must go through an application process, **regardless of whether they have attended the show in the past**, and meet all the requirements listed below:
 - A. Each applicant must complete an application form.
 - B. Each applicant must submit a letter of assignment (Imaging USA specific) on the outlet's letterhead from the managing editor, publisher, or producer.
 - If the applicant IS the managing editor or publisher, must provide a copy of a masthead indicating as such from no earlier than January 1, 2007.
 - Forms of media that cannot meet this requirement will be evaluated on an individual basis.
 - C. PPA must feel that the outlet reaches the appropriate audience.
6. Media members who receive the media pass must agree to send in copies of the articles written about the event or the people at Imaging USA. If PPA does not receive these copies, media passes will be withheld from the respective parties in future years. Copies may be sent via e-mail to awijesinghe@ppa.com, faxed to 404-614-6406, or mailed to 229 Peachtree St, Ste 2200, Atlanta, GA 30303.
7. PPA is under no obligation to provide anyone with a media pass to Imaging USA. Media passes will be distributed at the discretion of PPA Staff. Not all applicants will be granted media access to Imaging USA.

To apply:

Download application form. Fax completed application and letter of assignment to (404) 614-6406 **by December 22, 2008**.

If you have any questions, please call Angie Wijesinghe, Marketing Specialist, at (404) 522-8600, ext. 226.