

# 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](mailto: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, he/she must provide a copy of a masthead indicating as such from no earlier than July 1, 2010.
    - 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 should 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 might be withheld from the respective parties in future years. Copies may be sent via e-mail to [awijesinghe@ppa.com](mailto: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 10, 2010**.

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