



MEDIA CREDENTIALS/REQUIREMENTS

International Billiard & Home Recreation Expo
June 25-27, 2009
Sands Convention Center • Las Vegas, Nevada

Please read the following information carefully to be sure that you submit your credential requirements accurately. This will assist us in processing your registration request in a timely manner. We require that you submit your media credentials, even if you have been qualified as media for a past International Billiard & Home Recreation Expo.

Important: When submitting links to web sites, please be sure that they point directly to a masthead featuring the applicant's name, an article that clearly displays applicant's authorship, etc.

*The BCA and BCA Expo reserve the right to refuse media badges without reason, during the pre-registration and on-site media registration process.

Only accredited news outlets will be issued media badges.

Credentials Required:

NOTE: All media personnel will be required to present a government issued photo I.D. to receive their badges on-site

Print Media - Please provide **ALL** of the following:

1. A copy of your business card with name, editorial title, and media outlet's logo
2. A copy of a current masthead, which clearly displays your name and industry-related editorial title
3. At least two copies of recent bylined industry-related articles written by you

Online Media - Please note that online media must meet **ALL** criteria below:

1. The Web site must have a paid reporting staff of two or more
2. The Web site must post original industry-related news at least once per week
3. Web site content must extend beyond links, forums, personal diaries,

- opinion or personal analysis
4. Web site must have a readership of more than 1,000/month

In addition, **online media** must provide ALL of the following:

- * A copy of your business card with name, editorial title and media outlet's logo
- * A live link to your online publication's home page and the masthead page with applicant's name and title appearing in an editorial capacity
- * A recent bylined industry-related article written by applicant
- * If applicant is a blogger, please provide a live link to the blog
- * The blog must reflect current, industry related news that is posted on a consistent daily or weekly basis by paid staff members

Freelance Writers - Please provide **ALL** of the following:

1. A letter (on letterhead) from a publisher, editor-in-chief or managing editor indicating that you are covering Macworld Conference & Expo for their publication, as well as the section of the publication to which you are contributing
2. A recent bylined industry-related article written by you

Staff Photographers - Please provide **ALL** of the following:

1. A copy of your business card with name, title and media outlet's logo
2. An example of your work in an industry-related publication (e.g., a photo attributed to you)

Freelance Photographers and Photo Agencies - Please provide **ALL** of the following:

1. A letter (on letterhead) from an editor or assignment manager at an industry-related publication indicating that you are photographing the tradeshow for that publication
2. An example of your work in an industry-related publication (e.g., a photo attributed to you)

Broadcast Teams - Please provide **ALL** of the following:

1. A copy of your business card with name, title and media outlet's logo
2. A letter from a producer (on letterhead) indicating that you are covering the tradeshow for that broadcast outlet
3. Broadcast programs not affiliated with a major network or national cable news station are also required to provide a published listing of the show's market(s) and airing schedule.

Industry Analysts - Please provide **ALL** of the following:

1. A copy of your business card with name, title and analyst firm's logo
2. A copy of a relevant research report or brief published within the past 12 months that clearly displays your authorship

The following groups are **not eligible** for media badges, even if associated with a news organization:

- Production companies
- User Group Newsletter staff
- Graphic design firms
- Marketing, advertising and public relations professionals
- Financial Analysts

Please submit all credentials to:

Melissa Cowan, Director of Trade Services
Billiard Congress of America / Press Credentials
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