

SuperZoo Press Credential Policy

Updated January 16, 2018

It is our pleasure to welcome accredited members of the press to cover SuperZoo. To ensure we are providing our exhibitors access to media who are actively covering the space, we require working members of the media to verify their role. As such, we have developed the following criteria for complimentary working media badges. If you do not meet these criteria and wish to attend, we invite you to review other registration types to identify the badge that best represents your intended business at the show.

To qualify for a working media pass:

1. The applicant should cover pet, animal wellness, pet retail, grooming, animal service, consumer trends, retail (non-pet) or related topics on a regular basis.
2. Editorial Only: Representatives from publications and other news media must represent editorial staff (i.e. not sales, client relations, etc.).
 - NEW IN 2018! Media sales personnel must register as Media Sales and pay a \$595 registration fee. See below section for more information.
3. Exceptions may be made for local media interests covering an event. Local media are encouraged to reach out to Kate Blom-Lowery at kate@marketingdesigngroup.com for assistance with logistics.
4. Those representing personal websites or personal travel blogs will not qualify for media credentials.
5. A history of being registered at previous events does not guarantee approval or waive the accreditation requirement. Travel to the show does not guarantee admittance.
6. The deadline to register online and receive pre-approval is 12 p.m. PT on <JESSICA, WHAT IS THE VERIFICATION OF CREDENTIALS DEADLINE?>. Following that date, all documentation must be presented onsite. Onsite press registrants will be asked to provide the same information outlined below to qualify.

Credentials required per category:

Magazine and Newspaper Editorial Staff: Please provide two (2) of the following acceptable credentials for review and consideration by the SuperZoo staff or representatives.

A scanned copy of the publication masthead including your name and title.

- A scanned copy or link to original, bylined editorial work, showing product coverage within the industry from the last three months *Or* an assignment letter to cover the industry during your attendance.

- An email or scan of original letter on assigning publication's letterhead from assigning editor or news director with a writing assignment detailing a specific coverage assignment at the show.

Please note: SuperZoo will approve one Publisher per media outlet, but they will need to provide the above credentials for review and consideration. If the publisher does not have an editorial role and cannot verify an editorial history, they will be welcomed to the show but will have to register as media sales. Additional publishers from an outlet will need to attend as media sales.

TV Crews, Reporters, Cameras / Photo Editors/ Technicians: Please provide the following acceptable credentials for review and consideration by the SuperZoo staff:

- Network news: A business card from a major TV network reflecting your editorial role.
- Non-network outlets: A letter from the news director or assignment editor on station/network letterhead saying that you have been assigned to represent the organization in an editorial capacity. Non-network outlets include small news channels, independent news, web news, etc.

Please note: With a working media badge, photographers are not permitted to solicit their services. Producers are welcome to attend, but will need to do so with a media sales badge.

Blogs: Please submit and verify all of the following acceptable credentials for review and consideration by the SuperZoo staff.

- URL of your blog
 - Blog content must be original and updated at least two times per week
- Site analytics showing at least 5,000 unique visits per month

Please note: Self-promoting blogs and blogs that merely aggregate third-party content, will not be considered. Facebook, Twitter, Instagram, Pinterest sites, forums, crowd-sourcing sites and user groups will not be considered for working media accreditation, but can apply for media sales badges. YouTube may be considered depending on content type, contact Kate Blom-Lowery at kate@marketingdesigngroup.com for review and consideration.

Freelance and Contributing Writers and Photographers: Please provide both of the following acceptable credentials for review and consideration by the SuperZoo staff.

- Scanned or linked examples of published editorial work in assigning publication with bylined product coverage within the industry, two or more, in the last three months.
- An email or scan of an original letter on assigning publication's letterhead from assigning editor or news director with a writing assignment detailing a specific coverage assignment at the show.

NEW IN 2018! Media Sales Personnel: Any attendees joining the show from a media outlet who do not have an editorial role and do not meet the criteria listed above will be asked to register as Media Sales. A Media Sales badge costs \$595.

Media Sales includes:

- Advertising Representatives and Sales Staff
- Marketing Staff

- Producers and publishers without an editorial role
- Web teams
- Content managers without an editorial role
- Promotion companies
- Agencies and service providers, if not attending on behalf of SuperZoo or a SuperZoo client:
 - PR agencies
 - Social media agencies
 - Marketing/advertising/branding agencies
 - Business consultants
 - Content developers
 - Photographers not associated with an approved media outlet
 - *Please note:* Service providers attending to support a SuperZoo exhibitor should have their exhibiting client register them on their exhibitor badge allotment.
- Casting directors or film makers
- Other job titles at the discretion of the SuperZoo staff or representatives.

Onsite Registrants: If you choose to register on-site, please be sure to bring printed copies of the qualification requests as noted above.

The Following On-Site Registrants Will Not Be Admitted:

- Freelancers without a specific editorial assignment
- Photographers without a specific/written editorial assignment
- Blog writers/owners that do not provide the defined site analytics, or who have not been covering products in the industry for at least one year
- Personal blogs/hobby blogs
- Requests from those without the credentials required, as detailed above
- People who applied online and were already denied credentials
- Local media who do not cover the industry, unless they meet the above criteria

Right of Refusal

Show management reserves the right to deny media credentials at their sole discretion. SuperZoo reserves the right to modify media qualification terms at any time. Misconduct or misrepresentation of position and/or publication/news organization work will bar you and your organization from all future World Pet Association (WPA) events.

By registering for the show, you explicitly consent to receive fax, telephone and email communications from SuperZoo under 47 U.S.C. Code 227 and any other applicable regulations.

Travel to the show location does not guarantee admittance.

For questions related to receiving media credentials, press kits or other media related issues, please contact Kate Blom-Lowery at kate@marketingdesigngroup.com.