

## Media Pass Request

October 23 & 24, 2011

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Thank you for your interest in covering the Premiere Beauty Classic 2011. We will try to credential as many media outlets prior to the show dates as space will allow. However, in an effort to maintain the integrity of the information disseminated to the public, **no media outlets, regardless of location or circumstances, will be permitted to apply for credentials on show site.**

### Eligibility

Applications for credentials will only be considered from representatives of:

- National and international beauty trade publications that provide regular show coverage
- Daily newspapers, as well as recognized beauty or legitimate news Internet sites
- Local radio and television stations within the Midwest

### Acceptable credentials include but are not limited to:

- Business card from legitimate press outlet/publication
- Press Badge from legitimate press outlet/publication
- Letter of authorization on media outlet letterhead from editor
- Freelance writers must have an authorized letter verifying their assignment for a legitimate media outlet and may also be required to submit examples of any writing/presswork.

**Please note:** Show management reserves the right to refuse credentials to anyone that cannot be satisfactorily verified. If you have another form of credential not listed, please call **800.335.7469** ext. **136**.

### On-site Procedures

Upon arrival, if you receive a prior e-mail notice stating that your Media Pass Request was approved, please retrieve your pass at the **Exhibitor Badge Pick-Up Counter**. Each press registrant must provide photo identification issued by federal, state or local government with one of the credentials listed above.

A press pass does not allow entry into ticketed events – it does provide entry to:

- Premiere Beauty Classic Exhibit Hall
- Educational Seminars
- Product Demonstrations

**Please note:** Because there is no designated Press Room at this event, your press pass will allow you to cover the Premiere Beauty Classic for your readership and does not grant entry into a Press Room.

### Deadline

Please return form ***as soon as possible*** but ***no later than*** **Friday, September 30, 2011:**

**Via Fax:** 407.265.3134/Attn: Phylicia Korchevsky

**Via E-Mail:** [phylicia@premiereshows.com](mailto:phylicia@premiereshows.com)

**Via Mail:** Premiere Beauty Classic 2011 Media Pass  
Attn: Phylicia Korchevsky  
1049 Willa Springs Drive, Suite 1001  
Winter Springs, FL 32708

**Questions? Please call 800.335.7469 ext. 136**

PREMIERE

# BEAUTY CLASSIC | 2011

## Media Pass Request Form

October 23 & 24, 2011

Media Type  Magazine  Television  Newspaper  Other \_\_\_\_\_  
 Internet  Radio Publication/Circulation Cycle \_\_\_\_\_

Media Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ E-mail: \_\_\_\_\_

Request submitted by: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of Editor/News Director Authorizing Request: \_\_\_\_\_

Editor/News Director's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Working Media and Reporters: \_\_\_\_\_  
(Please list names and e-mail address)

Photographers and Videographers: \_\_\_\_\_  
(Please list names and e-mail address)

Dates Covering Beauty Classic 2011: \_\_\_\_\_

**MEDIA PERSONNEL AGREEMENT, WAIVER, RELEASE AND ACKNOWLEDGEMENT:**

In consideration of accepting any credential, you hereby for yourself, your heirs, executors and administrators waive and release any and all rights and claims for damage you may have against Premiere Show Group, its employees and vendors, the Commonwealth of Columbus, or the Cities and Towns in which the show is contested, their representatives, successors and assigns for any and all injuries suffered by you with respect to Premiere Show Group.

Be advised that the information and materials displayed and/or presented at all sessions related to Premiere Beauty Classic 2011 are the property of Premiere Show Group (and/or exhibitor) and cannot be photographed, copied, photocopied, transformed to electronic format, reproduced or distributed without the written permission of Premiere Show Group (and/or exhibitor).

Signature: \_\_\_\_\_

**PLEASE RETURN FORM BY SEPTEMBER 30, 2011:**

**Via Mail:** Premiere Beauty Classic 2011 Media, 1049 Willa Springs Drive, Suite 1001, Winter Springs, FL 32708 • Attn: Phylicia Korchevsky, **Fax:** 407.265.3134 or **E-mail:** phylicia@premiereshows.com

Questions? Please call 800.335.7469 ext. 136