

**Press Credential Policy
November 2010**

The WCFE welcomes opportunities for reporters to cover the West Coast Franchise Expo. Due to limited space, we do restrict our complimentary press passes to working members of the media who will be covering the event for print, broadcast and Internet outlets. To help guide you, we have developed the following criteria for complimentary press passes. If you do not meet these criteria and wish to attend an event, we invite you to register as a regular attendee. If you have any questions about this policy, please contact Rhonda Sanderson at Sanderson & Associates. Contact information is the end of this document.

To qualify for a complimentary media pass, the applicant should cover the franchise industry, small business, business policy or related issues on a regular basis. Exceptions may be made for local media interests covering an event.

To apply for press credentials, please email or fax a request from an assigning editor or producer on the letterhead of a publication or broadcast outlet. Please include the name of the reporter who will be attending the event, the nature of the assignment, all relevant contact information, including email address, and any technical requirements or accommodations that may be needed.

Onsite registrants will be asked to provide the same information. Journalists who have press credentials with photos issued by a government agency or press club should fax or email copies of the credentials and bring these credentials upon arrival to the registration desk. Journalists who do not have press credentials with photos may be asked to present photo identification at the registration desk or when receiving press passes.

Additional information on requirements for press follows:

Editorial Only: Representatives from publications and other news media must represent the editorial staff. Advertising and marketing representatives of publications and broadcast outlets will not be registered as press. Companies or organizations producing publications, videos and/or other products intended for marketing, advertising, financial analysis or public relations purposes may not register as media but may register for the event as regular attendees and pay any associated costs.

Online News Outlets: Online media outlets may register as press, provided that the following criteria are met:

- The Web site provides original, editorial news coverage;**
- Editorial content must be independent of advertising and sponsorship;**
- Advertising on the Web site must be clearly identifiable as such;**
- Any sponsors of the Web site should be clearly identified as such and should be multiple in number (i.e., no single-sponsored Web sites);**
- Personal Web sites will not qualify for media credentials.**

Readership should be over 10,000 per month; and Original posts must be updated at least once a week.

Blogs: Bloggers wishing to receive press credentials may be asked to provide the URL of their blog, be a full time, professional blogger, and have at least 10,000 unique visits per month. Self-promoting blogs and blogs that merely aggregate third-party content will not be considered. Blog content must be original and updated at least two times a week.

Freelance Writers and Authors: Persons requesting freelance credentials must provide an article published within the past six months or a letter of assignment from a qualifying editor or publication. Those who freelance occasionally and are employed by non-news organizations are not eligible for media credentials.

Broadcast Journalists: Broadcast journalists may be asked to provide a brief description of your show or program, its target audience, market(s) reached, airtime of show and affiliated network (if applicable).

Photos & Recording: Only officially contracted vendors and working journalists with prior approval from IFE are permitted to photograph, video and/or audio record IFE. Recording with personal video equipment or other technology such as cell phones or tape recorders without proper credentials or authorization is prohibited. No filming or photography is permitted on trade show or exposition floors unless approved and/or accompanied by Press Office staff.

Right of refusal: We reserve the right to refuse media passes during pre-registration as well as on-site media registration. Please be advised that media passes are limited in number and are reserved for commercial news outlets.

For questions related to the Press Office, Press Conferences or Press Kits, Please contact Sanderson & Associates Public Relations, 312.829.4350 or Rhonda@SandersonPR.com