

ELKO Motorcycle Jamboree Media Credential Qualification Guidelines

The EMJ provides media accreditation to members of the working press. Accreditation provides access to the concerts, demos, exhibits, and any scheduled press. **Accreditation is granted at the EMJ's discretion** and media credentials are issued solely for the purposes of reporting on the EMJ and the motorcycle event industry.

Media accreditation is limited to those acting in an editorial capacity for relevant publications or news organizations. Publishers/associate publishers, sales, advertising, PR, marketing, market research, technical support staff, consultants and exhibiting company personnel are **not** eligible for press credentials.

Applicants seeking EMJ media accreditation **must** be prepared to provide proof of their professional status, **including** titled business card, publication masthead and applicant's name listed in an editorial capacity. In addition, the EMJ may require supporting documentation as summarized below. Applications will be processed only upon receipt of **all** requested documentation. **Pre-registration** is required and must be completed by 5pm on the Friday preceding the opening day of the event. All media can register in advance by contacting the EMJ Marketing Chair info@elkomotorcyclejamboree.com.

EMJ press credentials will be assigned based on the following criteria:

Business and Trade Publications/News Wire Services

Reporters and editors from magazines, newspapers, trade publications and wire services must be able to provide a business card and a current masthead that includes their name. Contributing editors and reporters must verify they have been retained to cover the EMJ by presenting an **original letter of assignment**.

Association Publications

Reporters from internationally recognized magazines/newspapers/newsletters produced by industry associations must be able to provide both a business card with an editorial title and a current masthead that includes their name.

Television and Radio

Broadcast reporters and producers from news organizations must provide a business card.

Freelance Writers

Freelance writers must be able to provide **at least** one bylined article published within the last six months and **must verify** they have been retained to cover the *current year's* EMJ by presenting an original letter of assignment. Those who freelance occasionally and are employed in a non-editorial position at a news organization or employed by non-news organizations are **not** eligible for media registration.

Online Publications

Reporters from online publications, editors from online Internet-based, newsletter or solicited-article publications are **admitted at the EMJ's discretion** and must provide a business card and **at least** two bylined articles printed from their Web site. The site must contain editorial content and cover the motorcycle event industry. Personal Web pages and blogs will **not** be accepted.