



## PTC'18 PRESS GUIDELINES

### PRESS REGISTRATION

PTC will provide complimentary press passes on a limited and discretionary basis to accredited media including editors and reporters of recognized trade, newspaper, broadcast, blog, mainstream, business, and Internet media. Journalists are encouraged to register early to be considered for admission. Media attendance and participation is at the discretion of the PTC'18 Media Center team. **Only one valid PTC'18 Press registration will be authorized per organization.**

### PRESS CREDENTIALS

PTC offers media accreditation to members of the working press to cover PTC'18 and associated events. Accreditation provides access to PTC'18 program sessions, keynotes, the 40th Anniversary Opening Celebration, the PTC Pavilion, the Media Center for interviews, and the opportunity to attend scheduled press conferences.

Accreditation is granted at the discretion of PTC and authorized for the sole purpose of reporting news specific to the conference and its participants. Offsite social events are not covered under this agreement and admittance is subject to approval by social event organizers.

Media accreditation is limited to acting editors and reporters of publications relevant to the ICT industry and business trade and general media covering global telecommunications, Internet and high-technology trends and stories.

Publishers, sales, advertising and public relations, marketing, technical support staff, consultants and exhibiting company personnel are not eligible for press credentials. If it is determined that an accredited press member is acting in a sales capacity during the conference, the accreditation will be revoked and individuals will be removed from the event.

**The following criteria must be met for PTC'18 press credentials to be assigned:**

#### **BUSINESS TRADE MEDIA AND WIRE SERVICES**

Reporters and editors of business and trade publications, magazines, wire services and other associated media must be able to provide a business card and current masthead from the organization which contains the individual's name listed on the masthead of the approved news organization. Contributing editors and reporters chosen to represent the news organization must be able to present a document containing the masthead of the organization authorizing the individual to cover PTC'18 on behalf of the news organization.

#### **ASSOCIATION PUBLICATIONS**

Reporters and editors representing trade association publications as well as internationally recognized magazines, newspapers and related editorial content must be able to provide a business card from the association as well as a current organizational masthead containing the individual's name listed as editor.

#### **BROADCAST NEWS REPRESENTATIVES**

Television news and radio news reporters must provide a business card containing their names as well as the name of the approved organization. PTC may choose to limit the sessions, locations and areas for set-up. The Media Center team will coordinate directly with the broadcast news representative in advance to outline the areas permission may be provided.



### **FREELANCE WRITERS**

Freelance writers must provide an example of a bylined article published within the previous six months from an industry-recognized news organization. Freelance writers who do not have proof of a recognized news organization will not receive a press pass.

### **ONLINE MEDIA**

PTC recognizes the significance of online media as a source of industry reporting. Reporters and editors from online publications, Internet-based newsletters and blogs will be considered for admittance at the discretion of PTC and its affiliates. Please note the individual being considered must have proof of a bylined article published by the news organization within the past three months. To qualify for accreditation, the online publication website must contain industry-related content and post original news content at least once per week.

### **NOT ELIGIBLE FOR ACCREDITATION**

Individuals representing YouTube channels, Twitter pages, forums or personal blogs will not be considered for press privileges.

## **HOW TO REQUEST A PRESS PASS**

To request a complimentary press pass, please [complete the Request a Press Pass form](#) and include the following materials:

1. A business card or copy of masthead showing your name, title, and media outlet's logo
2. A letter from the editor or publisher of the publication to which you are assigned stating that you are covering PTC'18 on assignment
3. A link to or copies of articles you have written within the past year with your byline

Bloggers, independent, and/or online media reporters must provide additional materials upon request, including but not limited to links to posts showing a continuous and significant online presence and audience reach.

PTC has the right to deny entrance to journalists who fail to provide proper documentation when requesting a press pass, including during the pre-registration process.

## **ADVANCED REGISTRATION**

All media are strongly encouraged to [request a press pass](#) and register for PTC'18 in advance.

## **BADGE REQUIREMENTS**

Media will be required to wear a PTC-issued press badge at all times to receive admittance to sessions and keynotes, networking receptions, news events, the PTC Pavilion, and the Media Center where scheduled press conferences will take place. Admittance to other social events sponsored by participating companies will be at the discretion of those organizations.



## MEDIA CENTER ACCESS

During PTC'18, PTC will host the PTC Media Center designed to welcome, support and enable registered press and media to cover the massive amount of content, news and events unfolding during the celebration of the Conference's 40th anniversary.

The Media Center will be located in Coral 3 of the Mid-Pacific Conference Center at the Hilton Hawaiian Village® Waikiki Beach Resort and will be open during the following hours of operation:

Sunday, 21 January	08.00–17.00
Monday, 22 January	08.00–17.00
Tuesday, 23 January	08.00–16.00
Wednesday, 24 January	08.00–11.00

Media will be provided with a dedicated meeting area, wireless Internet connectivity and light refreshments in the Media Center during standard hours of operation. Media will be responsible for all additional expenses such as dining, housing, parking, admittance to offsite events, and travel accommodations.

## BUSINESS PROMOTION

Media are not permitted to distribute copies of their publication or other promotional materials outside of the Media Center. Only printed materials and publications from official media partners can be distributed in literature bins at the Conference. Other printed materials and publications can be made available in the Media Center, but are not to be provided to attendees elsewhere. If materials are promoted outside of the Media Center, PTC reserves the right to revoke accreditation.

Soliciting or accepting orders on behalf of your organization, product or service inside the event area is strictly prohibited. Press badges will not be issued to individuals serving in business promotions or sales. Misconduct or misrepresentation of the media organization may cause the organization to lose their accreditation and be barred from future events.

## INTERVIEW REQUESTS

Time permitting, the Media Center staff will make every effort to accommodate reporters on deadline for quotes from PTC representatives and conference speakers. Send all requests to [mediacenter@ptc.org](mailto:mediacenter@ptc.org).

## GENERAL ETIQUETTE

Please keep cellular phones on mute or vibrate during conference sessions. If you are required to take a phone call during the conference session, please take the call outside of the session room so as not to disturb other session attendees.

## QUESTIONS?

For questions, please contact the Media Center team via email at [mediacenter@ptc.org](mailto:mediacenter@ptc.org).