



PTC'19 PRESS GUIDELINES

PTC'19 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 request press passes early. Media attendance and participation is at the discretion of the PTC'19 Media Center team.

PRESS CREDENTIALS

PTC offers media accreditation to members of the working press to cover PTC'19 and associated events. Accreditation provides access to PTC'19 program sessions, the Opening Celebration, the Coral Lounge, and the PTC Pavilion.

Accreditation is granted at PTC's discretion 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 to those events is subject to approval by their 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'19 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'19 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 where permission may be granted.

FREELANCE WRITERS

Freelance writers must provide an example of a bylined article published within the past six months by 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. 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 Press Pass Request form](#). The following materials are required:

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'19 on assignment
3. A link to or copies of articles you have written within the past year with your byline

Bloggers and 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'19 in advance.

BADGE REQUIREMENTS

Media will be required to wear a PTC-issued press badge at all times.

BUSINESS PROMOTION

Media are not permitted to distribute copies of their publication or other promotional materials. Only printed materials and publications from official media partners can be distributed in literature bins at the Conference. If materials are promoted, 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 team will make every effort to accommodate reporters on deadline for quotes from PTC representatives. All requests should be sent to 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.

PTC REFERENCES AND LOGO USE

Please refer to [PTC'19 Media Center](#) for proper use of the PTC and PTC'19 logos and descriptions. Media may download the PTC logos provided for media use on the PTC website. Please adhere to acceptable use guidelines of the organization's logos.

QUESTIONS?

Email the Media Center team at mediacenter@ptc.org.