



# PTC'20 PRESS GUIDELINES

## PTC'20 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'20 Media Center team.

## PRESS CREDENTIALS

PTC offers media accreditation to members of the working press to cover PTC'20 and associated events. Accreditation provides access to PTC'20 program sessions, Opening Reception, Coral Lounge, and the PTC HUB.

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, business trade, and general media covering global telecommunications, Internet, and high-technology trends and stories.

Publishers, sales, advertising, 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 the individual(s) will be removed from the event.

## 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'20 on assignment.
3. A link to, or a copy of three (3) 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.

NOTE: PTC requires media to reapply for a press pass for each Annual Conference.



## ADVANCED REGISTRATION

All media are strongly encouraged to request a press pass and register for PTC'20 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 through a PTC trade agreement can be distributed in literature racks at the Annual 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](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.

## PTC REFERENCES AND LOGO USE

Please refer to [PTC'20 Media Center](#) for proper use of the PTC and PTC'20 logos and descriptions. Media may download the PTC logos provided for media use from the PTC website. Please adhere to acceptable use guidelines of the organization's logos.

## QUESTIONS?

Email the Media Center team at [mediacenter@ptc.org](mailto:mediacenter@ptc.org).