



## BigPictureCon Press Policy

The BigPictureCon is happy to issue complimentary press passes to cover the conference sessions of the Georgia BigPictureCon Film & Technology Conference to **certified** journalists – editors, writers, print/broadcast reporters, camera operators and professional photographers – who are employed by accredited news organizations and relevant industry publications **for the purpose of editorial coverage**. Certified journalists are published, and should be able to provide a business card from the news agency, as well as a link to the online publication with by-line to their work indicating their name and title or role. All others, including freelancer writers and photographers for blogs and online sites, will need to register as attendees for access to the conference.

In exchange for complimentary passes to cover and/or photograph the conference, certified journalists and photographers must provide copies of articles and all photos within 10 days after the event. Photo credit will be maintained by the photographer or news source. Freelancers who pay for their passes are welcome to provide copies of their photos, but are under no obligation to provide them.

To register for a press pass, please complete our online press registration form available at [BigPictureCon.com](http://BigPictureCon.com), or send an email request to [bigpicturecon@gmail.com](mailto:bigpicturecon@gmail.com).

### Press Credentials and Guidelines

Press credentials to cover the BigPictureCon will be granted to certified journalists from the following types of news media:

- Newspapers, weeklies, and magazines
- Wire services
- Broadcast media
- Select trade media: Film, video, gaming, animation, or interactive technology publications
- Select web media

Certified journalists **must provide proof of credentials** to receive a complimentary press badge to attend the conference. The BigPictureCon reserves the right to grant press privileges to individuals on a case-by-case basis.

### Required Material or Credentials for Receiving Official Approval

#### For journalists:

- Media identification, such as an international accredited press pass, issued by a recognized news organization
- Business card clearly stating affiliation with a news organization (as specified in Press Credentials and Guidelines above) and position, eg, editor, publisher, writer, reporter, producer (this can be an e-mail card or an official e-mail signature)

- Letter on official letterhead from the editor of a publication/Web site or producer of a broadcast program certifying the affiliation, verifying assignment to the conference, and including the editor's contact information

**For journalism students:**

- A letter on official school letterhead signed by a department professor, verifying assignment to the conference and including the professor's contact information

**For journalists from online media blogs, film, video, gaming, digital entertainment, or interactive technology companies, and university publications:**

- Provide appropriate media credentials as noted above as well as meet the following criteria: original editorial news coverage, editorial freedom from advertisers and/or sponsors, and multiple advertisers that are clearly identified

**For bloggers:**

- Bloggers must provide the URL for the Web site for which they are writing
- Examples of posts that demonstrate recent coverage of topics of interest to filmmakers, animators, game developers, or interactive technology professionals must be supplied; the BigPictureCon reserves the right to grant bloggers press credentials on a case-by-case basis.

**Press credentials will *not* be issued to the following representatives:**

- Advertising sales representatives of publications
- Spouses and other guests of journalists attending the conference
- Advertising, marketing, or public relations representatives from exhibitor companies or agencies
- Representatives of organizations selling or producing publications, video or audio tapes, or Web sites intended for marketing, advertising, or public relations purposes
- Organizations whose main objective is to promote a product or service, eg, marketing, advertising, financial analysis, or public relations firms
- Industry representatives, in-house and industry newsletters, magazines, and representatives of corporate, university, or other public relations/advertising/marketing departments may not register as press

**Violation of Press Policy**

Individuals with complimentary press badges that violate BigPictureCon press policies will immediately forfeit press credentials to the conference as well as to any subsequent conference events. Press policy violations include:

- Selling, marketing, or representing a company for the purposes of obtaining advertising and/or subscriptions from any registrant or exhibitor marketing a product or service displayed at a conference session

- Misrepresentation to obtain press credentials to cover the conference
- Product promotion that implies BigPictureCon endorsement and/or usage of the BigPictureCon or GABPC logo without the express written consent of The Big Picture Film & Video Foundation.

### **Material Distribution Prohibited**

Special permission is required from the conference organizers for anyone, other than exhibitors, to canvass for orders or distribute or display placards, circulars, flyers, publications or other marketing and/or promotional literature.

### **Additional Terms**

A maximum of two (2) individuals per news organization will be permitted to register as press for the BigPictureCon unless granted special permission by the Big Picture Foundation. Registered media are required to wear press badges at all times during the conference.

Certified journalists who receive complimentary press passes must provide us with copies of articles and photos as a condition of their admittance to the BigPictureCon. Freelancers who pay for their passes must receive permission from the conference organizers to take photos. They are welcome to provide copies of their photos, but are under no obligation to provide them.

For questions regarding this press policy or to request permission to distribute materials or for filming, videotaping, and photography, please email [pr@gabpc.com](mailto:pr@gabpc.com) or call 770-354-4027.