



Media Credential Information

For Media Registration submit your Credential Application form and once approved you will be given access to the requested ACHCA conference or trade show. Qualified media can attend the conference and show at no charge. Tickets must be purchased to attend the Awards Banquet and Academy FUN-raiser.

Those deemed not qualified as media/press can still attend, but will need to register and pay for registration. Credentials or complimentary tickets for spouses, friends, etc. of media representatives will not be provided. Individuals who attend an event with a credentialed media representative will be required to purchase a ticket.

Press Registration Policy

Working media approved by ACHCA leadership may attend the trade show and conference at no charge. To receive a complimentary Media Registration, media must be a qualified representative from one of the following news organizations:

- Trade Publication
- News Publication
- Business Publication
- Consumer Publication
- Newspaper
- Wire Service
- Radio Station
- Television Station

Generally, representatives of the media who qualify have the following titles:

- Editor
- Reporter
- Editorial writer
- Publisher
- Associate Publisher
- Photographer
- Camera Crew

Verifying Credentials

Media must provide the following materials to the show management/staff in order to receive their Media Registration:

- An unexpired police press pass with photo - OR -
- A listing on current masthead of a legitimate publication with matching driver's license

Should a member of the media provide a driver's license along with one of the following, a verifying phone call will be made to the individual's organization:

- Business card with editorial title
- Press card issued by media organization
- A letter from an editor, publisher or producer verifying the individual's professional identity

The following DO NOT qualify:

- Sales/Marketing personnel (sales managers, account executives, etc.)
- Advertising/PR Agency personnel
- Freelancers, unless they provide proof they are assigned to the event by and accredited news organization
- Commercial photographers not working for an accredited news organization

Note: Media Badges will be held for pick-up at the registration desk during the event. Media are required to show verifying credentials in order to receive their Media Badge. Hunt Conference Group and ACHCA staff are responsible for determining if individuals qualify for Media Registration.

For more information, please contact:

Becky Reisinger
Manager, Business Development
American College of Health Care Administrators
breisinger@achca.org
Phone: (202) 536-5120, ext 6446



Media Credential Application

Request for Media Badge

ACHCA Event: _____

Location: _____

Requested Date(s): _____

Your position:

Executive Management

Journalist

Photojournalist

Sales

Other _____

Your Organization:

Magazine

Newspaper

Radio

Television

Web

Other _____

Name: _____

Position/Title: _____

Organization: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Approving Editor/Manager Name (print): _____

Title: _____ Telephone: _____

Please fax or email this application to: Becky Reisinger

Fax: (866) 874-1585 Email: breisinger@achca.org

For more information, contact Becky Reisinger at breisinger@achca.org or (202) 536-5120 ext. 6446

Radio, Television, Photographer and Web Sites Details of Regulations and Acceptance Documentation

Radio/Television/Web General Regulations

1. Live broadcasts must be approved in advance by ACHCA.
2. No on-site signage shall be permitted for any media, except those exhibiting or those with sponsorship level agreements with ACHCA.

Television Coverage Regulations

ACHCA media badges allow equipment on the exhibit hall floor during exhibit hours only. No photographer or camera crew may shoot an exhibitor's booth without the consent of the exhibitor and show management. All exhibitors retain the right to refuse photography of their booths. Camera crews must not block the flow of traffic in or around the venue. Television cameras and personnel must adhere to all regulations governing media coverage of ACHCA. Violations of these rules may result in forfeiture of all media credentials for the media outlet.

Photography Regulations

I hereby acknowledge that I am covering ACHCA as a journalist, and that I intend to use the photographs taken at the conference/ trade show for editorial purposes only. The ACHCA media badge entitles representatives of the media to take photographs on the exhibit hall floor; however, no photographer or cameraperson may shoot an exhibitor's booth without the consent of that exhibitor. The exhibitor retains the right to refuse any photography of his booth.

Web Site Coverage Regulations

Recognized web sites may cover ACHCA subject to the following conditions:

1. Reports shall not purport to be exclusive or official coverage of ACHCA or the conference/trade show. Exhibitors retain the right to arrange exclusive media coverage with outlets of their choosing.
2. Reports cannot include any proprietary material owned by ACHCA (in whole or in part) inclusive of, but not limited to, interview transcripts, audio transmissions, video transmissions, photographs, exhibitor directory, show program or any other intellectual property owned by ACHCA without prior written authorization from ACHCA.

Any violation of the above regulations will result in forfeiture of the credential and all of its privileges. ACHCA reserves all rights to pursue all remedies available. I hereby understand and accept these terms.

ACHCA Event _____ Date _____

Organization _____

Web Site _____

Signature _____ Date _____

Print Name and Title _____

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