



MARCH 21-23  
LAS VEGAS  
CONVENTION CENTER

## Media Credentialing Policy

NAMA believes that a strong trade media is integral to the success of our industry. A close, vibrant, productive and mutually beneficial relationship between the trade media and NAMA — the leading association that advocates on behalf of the convenience services industry— is vital in producing that success.

### Trade Media Editorial Policy

NAMA welcomes members of the working editorial press to cover The NAMA Show and select industry events. NAMA, providing complimentary registration to qualified media, developed a policy to ensure that the value of media credentials is maintained for qualified journalists.

### Overall Guidelines

- NAMA media registration is limited to working journalists with commercial-news organizations.
- For the NAMA Show, sales representatives/public relations staff with exhibiting publications as well as sales/marketing representatives from non-exhibiting companies are welcome to register for the show through general registration.
- NAMA reserves the right to refuse media credentials for publications that cannot be verified or that it deems not substantive in reach or content; all requests will be reviewed on a case-by-case basis.
- NAMA reserves the right to revoke previously issued media credentials when appropriate.
- The number of complimentary trade press registrations issued will be a function of the event size and content diversity.

### Credentialing Requirements

#### Print media

- Only reporters or editors of consumer, industry trade or business media publications are eligible to attend the NAMA Show on a complimentary basis. Publishers do not qualify unless they have regularly bylined articles. Specialty publications that cover other industries and do not have a regular focus on convenience services are not eligible for complimentary media registration, nor are internal corporate newsletters.
- For the NAMA Show, publishers, sales vice presidents, advertising and sales representatives and other non-editorial staff must register through general registration and are not eligible for media credentials.
- Freelance writers and photographers covering NAMA events must present a letter of assignment from a publisher, editor or producer (on letterhead) of the media outlet to be considered for media credentials.

### **Online Publications**

- Only journalists with news web sites or blogs qualify for media badges. Sites that are primarily for business or sales purposes do not qualify.
- Online journalists must have recent – within the previous six months -- bylined articles on the site, as well as business cards verifying their positions/titles.
- Non-editorial positions are not eligible for media credentials.

### **Broadcast Media**

- Reporters and camera crews from broadcast television or radio stations must present a letter of assignment (on letterhead) from an approved outlet to receive media credentials.
- Reporters and camera crews for web-based programs will be evaluated on a case-by-case basis based on written proposals of coverage that are submitted to NAMA.

**All media requesting credentials may be asked to provide any or all of the following:**

- A business card with name, editorial title and media outlet's logo;
- A copy of the masthead, which clearly displays name and editorial title; and/or

- A bylined industry-related article written and published within the last 12 months.

To request media credentials, submit a request via email to Roni Moore [rmoore@namanow.org](mailto:rmoore@namanow.org) including the following information:

- Please let us know why you are applying for media credentials
- Industry topics you are interested in
- How you intend to use content from The NAMA Show
- Include links to articles/publications/media relevant to your request

Your request will be reviewed by the NAMA team; a response will be provided within 5 -7 business days.

Thank you for your interest in The NAMA Show.

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