



MEDIA REGISTRATION

PRINCIPLES:

Editors of publications and agencies are asked to conform to the following principles to ensure that media registration is restricted to accredited professional journalists and photographers and non-accredited bloggers and freelance journalists:

VIEA considers the media pass to be a working tool to be used only by bona-fide working members of the media. Publishers, marketing personnel, sub-editors, staff of the publication's secretariat, etc. will not be qualified to register as media.

Internal magazines of companies, blogs, and newsletters will not be qualified to register as media. However, at the sole discretion of VIEA, and where the quality and circulation justify their consideration, such vehicles may be eligible for registration on a case by case basis.

Under no circumstances will advertising, public relations agencies or similar companies and organizations be registered as media, nor will VIEA issue media registration to representatives of sponsors, suppliers, etc.

Internet registration is intended for professional stand-alone internet editorial/news coverage only. Because of space constraints, the number of websites that can be accredited may be limited. Also because of space constraints, the number of non-accredited media such as bloggers and freelance journalists may be limited. A maximum of one representative journalist per website may be accredited. Websites associated with a print or broadcast media organization that has already received registration will not qualify for internet registration.

CRITERIA:

Media registration is available to publications intending to publish reports of the VIEA event. Usually, a maximum of two representatives (journalists and/or photographers) per publication may be registered.

Freelance journalists must apply for registration via their own agencies. The onus is on the freelance applicant to prove their stories of interest to publications meeting these principles and criteria.

Photo agencies must be able to prove that their pictures are regularly sold to publications matching the VIEA registration principles and criteria.

Websites and blogs must comply with all reasonable expectations of good practice relating to the operation of a website or blog. Any sites displaying and/or linking to

content that can be deemed to be hateful, pornographic, extremely profane, profiling race, or any other similarly offensive material will not be accepted as appropriate and media registration will not be provided to representatives of such sites.

PROCEDURE:

Applications must meet all relevant criteria, including the registration principles and criteria set out above.

Application forms must be completed at the event registration desk upon the applicant's arrival at the event, if not completed and submitted in advance, and include:

- Name(s) of representative(s) covering the event;
- Job title(s) of representative(s);
- Relevant information regarding the publication;
- Indication of where and when the event report will be published;
- Written confirmation signed by the representative(s) confirming that they have read, understood, and comply with all VIEA media registration principles and criteria;
- A VIEA official will verify whether or not the application meets all relevant principles and criteria. If successful, a media pass for the event will be issued to the applicant;
- If a decision is disputed, the application will be referred to the VIEA Event Chair.

The Vancouver Island Economic Alliance retains the right to permit or refuse media registration for its events to any and all applicants at the organizations sole discretion without justification. Space will be limited.

DETAILS:

Limited Space - *Some of the sessions have limited space. In your registration application, please note the session(s) you would like attend. It will not be possible for all registered media to attend all sessions. Designated areas will be specified for registered media in each session.*

Food & Beverage - *Media will not be provided food or beverage service and will be required to sit in designated areas.*

Delegate Registration - *Media are welcomed to participate as full delegates. Full registration, inclusive of all aspects of VIEA events, is available to anyone. On-line registration can be found at www.viea.ca.*