

## **2012 Arnold Sports Festival Media Guidelines**

The Arnold Sports Festival welcomes all legitimate members of the media to request complimentary credentials to cover any and all of its events. We appreciate your coverage and continued support.

Please submit only one application per news agency. Please coordinate your planned coverage and include all requests for credentials on one application. The sports editor/director should submit the request.

To obtain credentials and to make the process as easy as possible for you, please follow these steps.

### **LETTER OF ASSIGNMENT**

Editors/Directors should provide a letter of assignment written on company letterhead that specifies each event to be covered, at what capacity and which staff will be covering each.

### **MEDIA CREDENTIAL REQUEST FORM**

Editors/Directors should complete and sign the Media Credential Request Form.

### **CLIPPINGS/PHOTOS**

Reporters and photographers must include coverage of the 2011 Arnold Sports Festival or recent coverage of a similar event.

### **HIERARCHY OF MEDIA CREDENTIALS:**

- **MEDIA EXPO CREDENTIAL** - Permits access to most of the venues and events. It does not include access to the professional IFBB events at Veterans Memorial Auditorium and does not include an assigned seat.
- **MEDIA BREHM CREDENTIAL** - Also includes limited access to the “pump up room” at Veterans Memorial Auditorium for interviews with professional IFBB competitors and does not include an assigned seat.
- **MEDIA PIT CREDENTIAL** - Also includes an assigned seat **for photographers only** in the front stage media areas for specified events only.

We reserve the right to refuse media credentials, without cause, during pre-registration as well as onsite media registration. Due to high demand, media credentials are limited in number, so please return your request at your earliest convenience. The Arnold Sports Festival does not mail credentials in advance. Credentials must be picked up in person at the media room in D-132 at the Greater Columbus Convention Center.

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**Exclusive Media Rights**

The Arnold Sports Festival retains exclusive media rights (including, but not limited to, rights in broadcast, cable, audio, home video, Internet, or such other recordings, accounts or descriptions, now known or hereafter devised) to all events. The use, account, description, picture, photograph, video, audio, reproduction, or other information acquired at Arnold Sports Festival venues other than for news coverage (defined as the description or depiction of newsworthy events or information) is strictly prohibited. (For avoidance of doubt, no person shall use any content described above in any commercial manner), except with the prior written consent of the Arnold Sports Festival.

No video/audio from the professional IFBB events can be aired or published online until after the evening events have concluded.

Video/audio coverage should be no longer than 3 minutes in length.

Questions or concerns please contact:

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