

PGA Shows Event Media Registration & Attendance Terms

In order to ensure quality press and media coverage from the Event, these Press and Media Terms are made *in addition to* the RX Event Policies and the "Terms of Service" for the Event, each of which are made available on the official Event website and may be updated from time to time by Management. Each Participant who receives press or media Credentials for the Event (collectively, "Media Credentials") acknowledges that they have read, understood, and agree to be bound by both the Terms of Service and these Press and Media Terms.

Editorial media credentials will be issued only to personnel on assignment from established and accredited media outlets as determined by PGA Golf Exhibitions in its sole discretion. Individuals representing multiple interests must be bound by all applicable media regulations. PGA Golf Exhibitions, in partnership with The PGA of America, retains exclusive media rights to all PGA Golf Exhibitions events. PGA Golf Exhibitions media credentials provide access to PGA Show events during official event hours only. PGA Golf Exhibitions reserves the right to bar editorial media privileges from this and future events to any editorial media badge holder who misrepresents his/her eligibility in obtaining the media badge or violates the outlined coverage regulations.

Coverage is welcomed and permitted under the following terms and conditions which may not be modified without prior written consent of PGA Golf Exhibitions.

Media Coverage Regulations

1. Each editorial media badge is issued individually and shall be only for the media outlet set forth in this application. Badges are non-transferable and may not be sold or distributed to any other entity or party.
2. The media badge holder has rights only with respect to the requesting media outlet and has no rights with respect to any other media outlet without obtaining the proper and valid credentials for such media outlet.
3. Reports shall inform audience that the event is open to golf industry professionals only, not consumers.
4. Reports shall be used solely in connection with regularly scheduled content of the requesting media outlet.
5. Reports shall not purport to be exclusive or official coverage; not sponsored or endorsed by a third party. No report or media (e.g., video, audio, still images) may be used indirectly or directly for advertising or commercial purposes; nor sold, licensed or transferred to third parties for such purposes.
6. Live reports must be approved in advance by the PGA Worldwide Golf Exhibitions media staff.
7. Reports cannot include any proprietary material, in whole or in part, owned by The PGA of America or PGA Worldwide Golf Exhibitions (with the exception of event identification) inclusive of, but not limited to, The PGA of America logo trademark, all PGA Worldwide Golf Exhibitions events logo trademarks, the names of PGA Golf Shows events (PGA Show, PGA Buying & Education Summit, PGA Connects digital events), PGA Show News, proprietary audio/video transmissions, photographs or any other copyright or trademark owned by The PGA of America or PGA Worldwide Golf Exhibitions without the prior written authorization of The PGA of America or PGA Worldwide Golf Exhibitions.
8. Recording equipment (still images, video, audio) may be used at PGA Show events only by individuals who are approved/registered by PGA Worldwide Golf Exhibitions as editorial media. (Exhibitor employed photographers must also agree to show floor recording regulations.)
9. All recordings by editorial media – still images, video, audio – may be used for editorial purposes only of the media outlet assigned the credentials and shall not be sold to outside agencies/other parties.
10. Specific to PGA Show/Orlando: Media planning to bring and utilize any wireless microphones, IFB's or intercom equipment to the event must register with the PGA Show radio frequency coordinator at PGAShow.com/media in advance or with the RF coordinator onsite.
11. No photographer or camera crew may shoot an exhibitor's booth without the consent of that exhibitor. All exhibitors retain the right to refuse photography of their booths.
12. Media may not impede the priority business-to-business nature of the event in any way. Media may not block the flow of foot traffic in or around the exhibits/venue. Media may not interfere with PGA Professionals/retailers conducting business in booths or on the range; may not ask for free product; may not engage in any disruptive activity. Additionally, editorial media may not market their services, advertising or subscriptions to exhibitors or other show attendees.
13. Only personnel with editorial media credentials will be permitted into the media working/filing area of the event Media Center.
14. Social media coverage is encouraged and posts should use #PGAShow. Social media contributors are encouraged to tag @PGAShow on Twitter & Facebook; and @PGAGolfShows on Instagram.
15. No on-site signage shall be permitted for any media, except those exhibiting or approved media utilizing the event broadcast stage (signage permitted only during the approved scheduled programming).

Any modifications to these regulations by any party other than PGA Golf Exhibitions shall be null and void and may result in denial of credentials. Any violation of the PGA Golf Exhibitions Coverage Regulations will result in forfeiture of the credential and all of its privileges.

Additional Terms of Service for Press and Media Participants
(the “Press and Media Terms”)

In order to ensure quality press and media coverage from the Event, these Press and Media Terms are made *in addition to* the Event Policies and the “Terms of Service” for the Event, each of which are made available on the official Event website and may be updated from time to time by Management. All capitalized terms not defined herein shall have the meanings ascribed to them in the Terms of Service.

Each Participant who receives press or media Credentials for the Event (collectively, “Media Credentials”) acknowledges that they have read, understood, and agree to be bound by both the Terms of Service and these Press and Media Terms. At any time, Management may amend these Press and Media Terms without notice by posting the amended Press and Media Terms on the Event website. The continued Participation in the Event by a Participant with Media Credentials shall constitute acceptance of any such amended Press and Media Terms. By requesting and/or using Media Credentials, Participant acknowledges and agrees that Management may share their contact information with Exhibitors in a pre-Event “press list”, subject at all time to Management’s privacy policy (privacy.rxglobal.com).

Media Credentials are not guaranteed to anyone. Management may issue or withhold Media Credentials at its sole discretion and reserves the right to refuse Media Credentials to anyone at any time and for any purpose. Media Credentials shall only be issued to individuals attending the Event on assignment from a publication, station, network or online service which is approved by Management (each, a “Media Outlet”) or to other individuals working in the media who are approved by Management. All such approvals shall be made or denied by Management in its sole discretion.

At any time, in its sole reasonable discretion, and except as otherwise prohibited by applicable law, Management may request that any Participant provide documentation to verify their affiliation with a given Media Outlet or to verify their standing in the media. Additional required qualifying documentation for receipt of Media Credentials may also be specified on the official Event website. Management reserves the right to deny entry, ban, or remove any Participant from further Participation in the Event if such Participant fails to provide the requested Media Credentials documentation or if such documentation is deemed insufficient by Management in its sole and absolute discretion. **All determinations by Management regarding Media Credentials shall be final.**

Media Credentials do not provide Participant with early access, special access, or guaranteed admission to any given Event Feature. Media Credentials allow a Participant to Participate in the Event during the official public Event hours only, unless otherwise approved in advance in writing by Management.

Media Credentials are non-transferable and cannot be reproduced or resold. Media Credentials are immediately rendered void if altered in any way. Any unauthorized resale of Media Credentials, any attempted unauthorized resale of Media Credentials, any unauthorized assignment of Media Credentials, any creation of counterfeit Media Credentials, or any unauthorized transfer of any Media Credentials to a third party are strictly prohibited and constitute an immediate forfeiture of Participant’s Media Credentials.

All media rights to the Event are explicitly reserved and retained by Management. Any live broadcasts or livestreaming from the Event must be approved in advance in writing by Management. All photographs or film/video footage of the Event may be used only for the editorial purposes of the Media Outlet to which the Media Credentials were assigned. Reporting from or about the Event shall not purport to be exclusive or official coverage, sponsored or endorsed by a third party, or inserted into any commercial announcement.

No photographs and/or film/video footage of the Event may be sold to third parties without Management’s prior written consent. No Participants with Media Credentials may photograph and/or record an exhibitor’s booth at the Event without the express consent of that exhibitor. All exhibitors retain the right to refuse photography of their booths. Participants with Media Credentials may not block the flow of traffic in or around the Event at any time.

Management expressly reserves its rights to deny admission or entry, to remove, ban, or eject a Participant, or to revoke or terminate any Participant’s Media Credentials or access to any part of the Event, without liability, as a result of failure to comply with these Press and Media Terms of Service in Management’s sole and absolute discretion. In additional, Management may prohibit any such Participant from future events or exhibitions operated by Management. Any such determination by Management shall be final.