

PGA Shows Virtual Event Media Coverage Regulations



Editorial media credentials will be issued only to personnel on assignment from established and accredited media outlets as determined by PGA Worldwide Golf Exhibitions (PWGE) in its sole discretion. Individuals representing multiple interests must be bound by all applicable media regulations. PWGE, in partnership with The PGA of America, retains exclusive media rights to all PWGE events. PWGE 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 PWGE.

Virtual Event Media Coverage Regulations

1. Each editorial media credential is issued individually and shall be only for the media outlet set forth in this application. Credentials are non-transferable and may not be sold or distributed to any other entity or party.
2. The media credential 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 be used solely in connection with regularly scheduled editorial and news content of the requesting media outlet.
4. 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.
5. Reports cannot include 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, PGA Worldwide Golf Exhibitions events logo trademarks, 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.
6. 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.
7. Media may NOT livestream from the virtual event unless prior written permission is obtained from event management and from the relevant exhibitor. Any such livestreaming may NOT be sold to outside agencies/other parties.
8. Editorial media must receive consent for recordings including, but not limited to, screenshots or screen grabs, of exhibitor events, personnel and products from that exhibitor. All exhibitors retain the right to refuse that consent.
9. Editorial media may not market their services, advertising or subscriptions to exhibitors or other show attendees.
10. 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.

Any modifications to these regulations by any party other than PWGE shall be null and void and may result in denial of credentials. Any violation of the PWGE Coverage Regulations will result in forfeiture of the credential and all of its privileges. I hereby understand and agree to work in conformity with the regulations stated above.