MEDIA ACCESS TYPES & ACCEPTABLE ELIGIBILITY DOCUMENTATION

EDITORIAL MEDIA CLASSIFICATIONS

Editorial media (reporting media) are able to access all exhibitor showrooms, virtual special events and educational seminars for editorial and news coverage purposes. Additionally, editorial media have exclusive access to the archive of exhibitor and PGA Show high-resolution photos and videos. It is the responsibility of editorial media to obtain all necessary permission and releases.

Reporting media professionals include writers, editors, reporters, radio/television program hosts, producers/directors, production crew (audio, camera, lighting), photographers, etc. Coverage is welcomed and permitted under regulations designed to provide a professional business environment at PGA Shows events. View detailed information regarding editorial media coverage regulations.

- **PRINT**—For individuals covering the show primarily for print or website editions of print publications.

- **BROADCAST**— For individuals covering the show primarily for television, radio or web-based video and radio outlets, including production crew members.

- **DIGITAL**—For individuals covering the show primarily for established golf industry, sports or general news websites, including online magazines, podcasts, wire services, news apps, blogs and forums.

- **SOCIAL** – For individuals reporting on the show primarily for established social media platforms with significant audience reach and relevant subject posts/content.

EDITORIAL MEDIA ELIGIBILITY DOCUMENTATION

Eligibility documentation is required to ensure a professional business-to-business environment during PGA Show events. All editorial media registering MUST provide eligibility documentation upon application. If eligibility documentation is unable to be uploaded to the online application, documentation can be emailed separately to PR@PGAShows.com. All documentation must be provided within 7 business days of the initial online registration request in order to be considered for approval. Approval of media eligibility documentation is at the sole discretion of PGA Worldwide Golf Exhibitions. Registrations submitted that do not meet requirement criteria will not be provided access to PGA Show events.

Print Badge Criteria

- Copy of valid press pass issued by a bona fide news organization, or a

- Copy of a recent issue of a publication, with masthead listing of your editorial position

- Copy of a recent bylined story that identifies you as writer, reporter or contributor to a publication, or

- Provide an original letter of assignment from an editor or publisher of an established publication that states you are on assignment to cover the Show.

Broadcast Badge Criteria

- Copy of valid press pass issued by a bona fide news organization, or a

- Original letter of intent from an established broadcast outlet, listing the names of all individuals on assignment and detailing the nature of the assignment, or a

- Link to a website of an established broadcast outlet with identification of editorial staff.

Digital Badge Criteria

- Copy of valid press pass issued by a bona fide news organization, or a

- Link to an established website that reports/opines on relevant subjects related to the PGA Show, golf industry and/or participating exhibitors, with identification of the writer/contributor.

Social Media Badge Criteria

- Link to social media platform that reports/opines on relevant subjects related to the PGA Show, golf industry and/or participating exhibitors, with identification of the writer/contributor.

Note: PGA Worldwide Golf Exhibitions will approve or deny credentials to social media contributors based on the audience reach and the frequency and/or quality of posts related to golf industry subjects.

NON-EDITORIAL MEDIA BADGE CLASSIFICATIONS (non-transferable)

- Media Outlet Professional (Non-Reporting)

- Allied Golf Organization Media/PR

- Contracted Exhibitor Media/PR (not exhibitor staff)

NON-EDITORIAL MEDIA ELIGIBILITY DOCUMENTATION

Eligibility documentation is required to ensure a professional business environment at PGA Show events. All non-editorial media must register online and provide eligibility documentation upon application in the form of staff identification for a media outlet, staff identification for an allied golf organization or contracted assignment for an exhibiting company. If eligibility documentation is unable to be uploaded to the online application, documentation can be emailed separately to PR@PGAShows.com. All documentation must be provided within 7 business days of the initial registration request in order to be considered for approval.