

## **A-Kon® Press/Media Pass: Qualifications**

### **Am I Qualified?**

Working journalists/photographers over the age of 17 that fall under one of the below categories may apply no later than **JUNE 1, 2011** to request a Press/Media Pass:

#### **Print Media & Newswire Reporters** must provide:

- A copy of your business card with name, title, and media outlet's logo, **and**
- A copy of your driver's license or government issued photo identification clearly showing your name and date of birth, **and**
- A byline article from your publication written by you and published within the last six months (the copy must clearly show the name of your publication and your byline), **and**
- A letter from your editor (on letterhead) verifying your assignment to cover the convention; if an editor is not available, submit a letter of intention explaining your purpose for attending the convention.

**Freelance Journalists/Photographers:** Freelance writers from unqualified media outlets will not be admitted. In order to qualify as media, we require that you provide:

- A copy of your driver's license or government issued photo identification clearly showing your name and date of birth, **and**
- A letter from a publisher, editor, or producer (on their letterhead) stating that you are covering A-Kon® on assignment, **and**
- A byline interactive entertainment industry-related article from your publication (above) written by you and published within the last six months (the copy must clearly show the name of the publication and your byline), **and**
- If you are a freelance journalist for online media, you must also provide a copy of the Web site's business license or government issued documentation showing the business's federal tax identification number.

**Online Reporters:** Web sites must be previously established and updated regularly (at least every 30 days) with original and current news, and have a minimum of 10,000+ unique hits per month via Google Analytics. To qualify as online media, please provide:

- A copy of your driver's license or government issued photo identification clearly showing your name and date of birth, **and**
- A copy of your business card with name, editorial title and media outlet's logo, **and**
- A printed copy of your online publication with your name and title appearing in an editorial capacity, including a bylined interactive entertainment industry-related article from your publication written by you and published within the last six months (the copy must clearly show the name of the publication and your byline), **and**
- A letter from your editor (on letterhead) verifying your assignment to cover the convention; if an editor is not available, submit a letter of intention explaining your purpose for attending the convention, **and**
- A copy of the Web site's business license or government issued documentation showing the business's federal tax identification number.

#### **Broadcast (TV & Radio) Journalists & Photographers** please provide:

- A copy of your driver's license or government issued photo identification clearly showing your name and date of birth, **and**
- A copy of your business card with name, editorial title and media outlet's logo, **and**
- A letter from a producer/editor (on company letterhead) stating that you are covering A-Kon® on assignment.
- **Media Outlet Teams at A-Kon®**

A-Kon® understands that there are times when a team will be assigned to cover the convention. However, as space is limited, each company is limited to a maximum of three representatives. Please contact us for further information and consideration. If you have questions regarding your team, please contact the Press/Media Relations department.

### **Sending Credentials**

**Send completed Application and ALL credential requirements in ONE package, to be received no later than JUNE 1, 2011 at either the email or mailing address below. *Incomplete packages will be declined.***

Press@A-Kon.com or

**A-Kon®**  
**750 South Main, Suite 150**  
**PMB #14**  
**Keller, TX 76248**

## **A-Kon® Press/Media Pass: Frequently Asked Questions**

### **Who should apply as press/media for A-Kon®?**

A-Kon® press/media passes are available only to working journalists with news organizations who are over the age of 17. Qualifications of all media outlets will be determined by the A-Kon® Press/Media Relations staff. Employees of media outlets who do not work in an editorial capacity will not be qualified for a *press/media pass*, such as art directors, district managers, graphic designers, publishers, managers, marketing representatives, presidents, public relations personnel, sales representatives, and vice presidents. If you do not qualify for a press/media pass, but are a member of the industry and wish to attend the show as an industry representative, please contact: **Marketing@A-Kon.com**. To register for an Attendee Membership, please see our website at: **www.A-Kon.com**.

### **What should I bring with me to A-Kon®?**

Consistent with previous years, pre-approved press/media will need to present their photo ID in order to pick up their press/media packet and passes. If you are not pre-approved, you need to bring ALL items listed on the “Press/Media Pass Qualifications”.

### **I have qualified as press/media and attended A-Kon® in the past. Do I have to apply again?**

Yes. Being qualified as press/media for a previous A-Kon® convention **does not** automatically guarantee a press/media pass for future A-Kon® events. You are required to submit new credentials each year.

### **How do I check the status of my application?**

If you have already filled out an application form and would like to check the status of your application, please contact the Press/Media Relations department at: **Press@A-Kon.com**.

### **Will my approved press/media passes be mailed to me before the show opens?**

Consistent with previous years, A-Kon® press/media passes **will not** be mailed prior to the convention. Passes may be picked up at Press/Media Relations, located in the Center Tower, 4th Floor—Look for the PRESS/MEDIA sign.

#### Press/Media Pass pick-up hours are:

Thursday: 4:00 pm–8:00 pm

Friday: 9:00 am–6:00 pm

Saturday: 9:00 am–6:00 pm

Sunday: 9:00 am–12:00 pm

### **I missed the registration deadline, is it possible to register on-site?**

Yes. You **must bring photo identification and appropriate credentials** to Center Tower, 4th Floor—Look for the PRESS/MEDIA sign, during pass pick up hours to be considered. Keep in mind that we will have to be able to verify your credentials, which can be time-consuming. It is HIGHLY recommended to register for press/media passes in advance.

### **Who can I contact to answer my questions?**

Email: **Press@A-Kon.com**

### **What is included with my press/media pass?**

Your press/media pass will allow you access to all the same areas of the convention our regular attendees enjoy, access to any press/media conferences or special interviews our guests may grant, and usage of our interview spaces. It will also allow approved photographer recognition if a guest has requested that photography be limited.

A press/media pass does **NOT** grant ‘all-access’; each wristband is issued for ONE-DAY use only. It does **NOT** grant you the ability to skip lines, use any areas off-limits to attendees, nor access any panels-events-activities that have reached their capacity. It does **NOT** provide after-hours access, or access to the Guest Pro Suite.

A coded wristband will be issued for each day of your assignment when you check in, along with program books, schedules, maps, and other A-Kon® press/media materials.

### **When will the maps of the convention be available for press/media?**

Maps of the convention space will be available on-site as part of your press/media package, in the program book, and online. Additionally, the Sheraton Hotel has interactive touch-screen user maps at various locations around the hotel and convention center.

### **How do I change information on my press/media pass?**

To make changes to your registration information, please email the A-Kon® Press/Media Relations team at **Press@A-Kon.com**. Changes must be received prior to **June 1, 2011**. After that date, or at the convention, you will need bring a completed Press/Media Pass Application and all required credential materials to Center Tower, 4th Floor for on-site approval, which is **not** guaranteed.

## A-Kon<sup>®</sup> Press/Media Pass: Application

Before applying, be sure to first read over our press/media credential requirements. 'Press/Media Passes' for entrance to A-Kon<sup>®</sup> are only granted to those employed with a major media company, or independent contractors or professionals.

Please select ONE representative of your company as your Primary Representative contact with us. We will ONLY correspond with your Primary Representative, no other inquiries from your company will be considered. You MUST list any additional representatives requesting a Press/Media Pass (absolute limit of 3 per company); EACH person must be an employee/representative of the same company and be able to provide the appropriate credentialing requirements.

After completing your Press/Media Pass Application, send the completed application and all requested credential requirements in ONE package, to be received no later than **June 1, 2011** to the address at the end of this form. You will receive an email confirming or declining your Press/Media Pass request after the A-Kon<sup>®</sup> Press/Media Relations team receives your required industry credentials and verifies your status.

ALL Information is REQUIRED			
<b>Name of Primary Representative:</b>			
<b>Company:</b>			
<b>Title:</b>			
<b>Mailing Address:</b>			
<b>Physical Address:</b>			
<b>Phone:</b>			
<b>Website:</b>			
<b>Email:</b>			
<b>Genre Specific?</b>	<b>YES</b>	<b>NO</b>	
<b>What Genre?</b>			
<b>Type of Organization:</b>	<b>Area of Coverage:</b>	<b>Dates of Assignment:</b>	<b>Note:</b> a Press/Media Pass does <b>NOT</b> grant 'all-access'; it is issued for <b>ONE-DAY</b> use only. It does not grant you the ability to skip lines, use any areas off-limits to members, nor access any panels-events-activities that have reached their capacity. A coded wristband will be issued for each day of your assignment. EACH person listed MUST be an employee/representative of the same company and be able to provide the appropriate Credential requirements.
<input type="checkbox"/> Print <input type="checkbox"/> Radio <input type="checkbox"/> Television <input type="checkbox"/> Web	<input type="checkbox"/> Local <input type="checkbox"/> Regional <input type="checkbox"/> National <input type="checkbox"/> International	<input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday	
<b>Additional Representative 1:</b>	<b>Additional Representative 2:</b>	<b>Additional Representative 3:</b>	
NAME	NAME	NAME	
TITLE	TITLE	TITLE	

**Send completed Application and ALL credential requirements in ONE package, to be received no later than JUNE 1, 2011 at either the email or mailing address below. *Incomplete packages will be declined.***

Press@A-Kon.com or  
 A-Kon<sup>®</sup>  
 750 South Main, Suite 150  
 PMB #14  
 Keller, TX 76248