

PRESS REGISTRATION

Deadline to apply is February 21

Media registration will not be available onsite

NAME

JOB TITLE

MEDIA OUTLET (IN WHICH YOU WILL BE COVERING THE CONFERENCE)

STREET ADDRESS

CITY

STATE/PROVINCE

COUNTRY

ZIP/POSTAL CODE

WEBSITE

ON-SITE PHONE

EMAIL ADDRESS

HOW CAN WE MAKE YOUR VISIT TO THE ISPA CONFERENCE AS PRODUCTIVE AS POSSIBLE?

AUDIENCE SIZE (MONTHLY AUDIENCE FIGURES FOR ALL CHANNELS)

DESCRIBE THE PRE-CONFERENCE MEDIA COVERAGE YOU CAN PROVIDE

DESCRIBE YOUR PLANS FOR POST-CONFERENCE MEDIA COVERAGE

PUBLICATION TYPE:

Magazine

Newspaper

Newsletter

Website

Radio

Television

Other:

HOW WILL YOU SOURCE PICTURES?

I will take my own

I will use ISPA's

I will not need any

WOULD YOU LIKE YOUR CONTACT INFORMATION SHARED WITH CONFERENCE ATTENDEES?

Yes

No

HAVE YOU ATTENDED THE ISPA CONFERENCE AS A MEDIA ATTENDEE PREVIOUSLY?

Yes

No

TO APPLY FOR A PRESS CREDENTIAL, IN ADDITION TO THIS FORM, SUBMIT THE FOLLOWING DOCUMENTS:

ISPA Journalistic Code of Conduct and Ethics

Letter of assignment

Media identification

If you previously covered the ISPA Conference, include a copy of your coverage.



Mail applications to:
crystal.ducker@ispastaff.com



ISPA JOURNALISTIC CODE OF CONDUCT AND ETHICS

ISPA believes media attendance is a crucial component in the success of the ISPA Conference. We ask that any ISPA Conference delegates attending under press credentials adhere to the following guidelines and meet the requirements outlined below.

Complimentary registration is available to credentialed journalists (i.e., professional reporters, editors, writers, news photographers, producers and online editors) who work for a publication, news service, broadcast outlet or news site that is regularly issued and published primarily for the dissemination of news. Sales, advertising and marketing staff, analysts, brand content producers, researchers, authors, consultants and others are not eligible for press registration. Bloggers are only eligible if they regularly cover the spa industry and represent an entity that does not sell or promote any type of product, event or service.

In order to preserve the integrity of the ISPA Conference, the association reserves the right to disallow, from this and future ISPA events, any registered media who attempt to obtain advertising or subscriptions from any exhibitor or registrant, who are deliberately promoting the marketing objectives of a single company or institution, or who misuse press privileges to engage in activities other than journalistic pursuits affiliated with the defined media outlet identified within the respective press registration form.

Two options are available for outlets wanting to promote their advertising and marketing opportunities. They may become a member of the association and purchase booth space within the Expo, or they may take advantage of sponsorship opportunities available to press outlets. If a registered press member is pursuing activities that contradict journalistic ethics and their main intention is not to cover the event, then the press delegate will pay an ISPA Conference resource partner sponsorship fee (\$5,000) or be removed from the ISPA Conference.

I, _____, understand and agree to the above guidelines and meet the eligible criteria listed above.

