



Press Preview: Friday, February 24, 2012

Media Credential Application

ALL FIELDS MUST BE COMPLETED

Name _____

Position/Title _____

Company Name _____

Mailing Address _____

City, State, Zip _____

Telephone Number _____

Type of organization you represent (e.g. newspaper, radio, television, internet etc.):

What type of stories is your organization interested in covering?

PLEASE SUBMIT A BUSINESS CARD WITH THIS APPLICATION

Please list all people for which you are requesting credentials:

Name	Company	Title
_____	_____	_____

Name	Company	Title
_____	_____	_____

Please submit your application via fax at 440-746-1504 or via e-mail to spanza@gcada.org

NO MEDIA CREDENTIAL APPLICATIONS WILL BE ACCEPTED AFTER FRIDAY, FEBRUARY 10, 2012

All media applications are subject to Cleveland Auto Show Management review. Media credentials will only be distributed at the discretion of Cleveland Auto Show Management. Please read Media Credentials Policy on the following pages before signing below.

By signing the Cleveland Auto Show Media Credentials application, I acknowledge that the information I supplied above is accurate and true. And that I will abide by the Cleveland Auto Show's Media Credentials policy outlined on the following pages.



Cleveland Auto Show Media Credentials policy:

In the interest of security and to maintain adequate accommodations for show and Press Preview attendees, the Cleveland Auto Show requires qualified media and necessary support personnel to comply with this policy.

The Cleveland Auto Show reserves the right to remove the following person(s) from the show and may impose a forfeiture or reduction of your company's press credentials for the balance of the 2012 Cleveland Auto Show and future shows if:

- Credentials that have been requested for the people under your company name are not representatives or employees of your company.
- Employees of your company escort people onto the show floor without following Cleveland Auto Show credentialing procedures.
- The Cleveland Auto Show reserves the right to revoke issued media credentials at any time. Media credentials will not be granted to anyone whose principal purpose for attending the Cleveland Auto Show is, in our judgment, for reasons other than covering the event as working news media.
- The Kick-Off Breakfast on February 24, 2012 is NOT open to media.

Press credentials may be picked up at the Cleveland Auto Show press office at the I-X Center on February 24, 2012. The office will open promptly at 7:00 a.m. Proper identification, either a driver's license, passport or some other form of picture identification will be required. If you would like to have your media credentials mailed to you, please respond before February before February 3, 2012.

IMPORTANT DATES TO REMEMBER

February 3, 2012:

Mailing deadline for credentials. In order to receive your credentials by mail, you must respond before this date. They may also be picked up at the Cleveland Auto Show Press Office on Media Day/Press Preview, February 24, 2012.

February 10, 2012:

Media credentials deadline. No media credentials applications will be accepted after this date.

February 24, 2012:

Media/Press Preview Day. Press Office opens at 7 a.m.

February 25 through March 4, 2012:

The Cleveland Auto Show opens to the public. The Press Office will be available to working media for the duration of the show during show hours.

The Press Office will be available:

Friday, February 24, 2012 from 7 a.m. to 10 p.m.

Saturday, February 25, 2012 from 11 a.m. to 10 p.m.

Sunday, February 26, 2012 from 11 a.m. to 8 p.m.

Monday, February 27 – Saturday, March 3, 2012 from 11 a.m. through 10 p.m.

Sunday, March 4, 2012 from 11 a.m. through 8 p.m.



Television, Broadcast, Film, Video and Internet Policy

This policy applies to all Cleveland Auto Show 2012 activities held from February 10 through March 4, including the Press Preview, Chairman’s Premiere and Public Show.

GENERAL POLICY

- 1.) No entity may use any audio or visual devices, including film, videotape, DVD, webcam, or any other similar methods to capture audio or visual images of the Cleveland Auto Show or its events for broadcast or other commercial use without the express written permission of the Cleveland Auto Show or the GCADA.
- 2.) The Cleveland Auto Show is responsible for the approval of all requests for access to obtain audio or visual materials, including film, video and streaming video from all Cleveland Auto Show events. Any unauthorized use may result in denial of access to future Cleveland Auto Show events and legal action may also ensue.
- 3.) No entity may supply, sell or resell any audio or visual materials of any Cleveland Auto Show event without the express written consent of the Cleveland Auto Show or the GCADA. No entity, with the exception of official Cleveland Auto Show partners, may represent that it is the official, authorized or sole provider of Cleveland Auto Show content or coverage.
- 4.) No television station, network or cable channel is permitted to identify itself as, or imply that it is, the official station of the Cleveland Auto Show.
- 5.) There will be no on-site promotions without express, prior approval of Cleveland Auto Show Management staff.

The Cleveland Auto Show and the GCADA has the right to control the use of its logos and trademarks and closely monitor all broadcasts emanating from, or featuring coverage of the Cleveland Auto Show or the Chairman’s Premiere. All media credentials remain the property of the Cleveland Auto Show and the Cleveland Auto Show reserves the right to revoke the media credentials and access to the Cleveland Auto Show at any time to representatives of any media organization that violates these policies established by the Cleveland Auto Show. In addition, access to future Cleveland Auto Show events may be restricted, or denied to any individuals or organization that do not apply with these policies established by the Cleveland Auto Show and the GCADA.

ACKNOWLEDGEMENT OF POLICY

Your signature below acknowledges your understanding and acceptance of Cleveland Auto Show’s Television, Broadcast, Film, Video and Internet Policy. As the main contact for your media organization, you acknowledge that it is your responsibility to make sure the policy is communicated to any person(s) you register for media credentials. As the designated representative of your organization you have the authority to accept these conditions on behalf of each person receiving credentials on behalf of your organization.

NAME _____ TITLE _____

COMPANY _____

SIGNATURE _____ DATE _____

Please return this via fax to GCADA at 440-746-1504 or email to spanza@gcada.org.