

Market Press Registration

Press Registration: Market 2021 offers two types of media badges: Media Editorial and Media Sales)

Media Editorial:

- Editorial of approved print, online and broadcast outlets may register as working press
- Freelance writers/photographers will be badged as Media with a letter of assignment from a relevant media outlet
- Eligibility is subject to approval by Market 2021 based on outlined criteria for eligibility

Media Sales is issued for members of the media who are attending Market 2021 for sales purposes or who supply a service on behalf of a publication:

- Advertising representatives
- Publishers

Media Editorial Eligibility Requirements

- Qualified media representatives must present a valid business card (with individual's name, title and the name of an approved media outlet) and a copy of the publication.
- Bloggers must present proof of an existing site with relevant editorial content and proof of readership/reach. Additional information may be requested.
- Freelance writers and photographers must present a letter of assignment from an approved outlet.
- Freelance writers or columnists not on an assignment must provide a copy of an industry-relevant bylined article, published within the past six months in an approved media outlet.

Media Sales Qualifications

- Qualified Media Sales professionals must present a valid business card (with individual's name, title and the name of an approved media outlet) and a copy of the publication.

Media Badges will NOT be granted to:

- **Marketing agencies or PR firms** should register either as Exhibitors if clients are exhibitors; or as Industry Suppliers/Services if clients are not exhibitors
- **Catalogs or directory publishers** should register as Industry Suppliers/Services
- **Internet/affiliate sales groups** are considered as Buying Groups and should request retailer registration

Thank you so much for your interest in Market 2021. Please contact CBohannon@imcenters.com with any questions.

Show Rules:

- Market 2021 badges must be worn at all times.
- Children under the age of 12 are not permitted to attend and strollers are prohibited.
- Solicitation of product and product samples is not permitted at Market 2021.
- Showroom photography policies vary. Please check with showrooms prior to taking photos.
- Attendees are asked to check luggage while at Market 2021.
- Sample sales are discouraged during Market 2021. Any samples purchased may not leave the showrooms during business hours and must be accompanied by a merchandise removal form.
- No pets allowed. Only licensed service animals are permitted at Market 2021.