



MID-AM CONFERENCE PRESS PASS QUALIFICATIONS FORM

Press passes are available to full-time editorial staff writers employed by a trade publication or mainstream media outlet (newspaper, magazine, radio, television, etc.) and are issued to **working press** only. Only bona fide representatives of the mass media will be accredited to cover the Mid-Am Horticultural Trade Show and educational conferences. Please note: Requests from freelancers on assignment must be made by the assigning media outlet (on their letterhead).

This application must be completed by each applicant (printed or typed).

Name _____

Title _____
(e.g., Editor, Staff Writer, Freelancer, etc.)

Publication or Broadcaster _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-mail _____

Applicant must include the following items with their application. Should any items be omitted, the application may not be considered.

- 1.) A letter of assignment from your editor/publisher on your media outlet's letterhead with circulation/distribution, frequency, etc. Freelance writers or contributing editors may request press credentials by having the managing editor of a magazine/newspaper write, stating that said individual will be covering the event on behalf of that particular media outlet.
- 2.) Copies of published articles attributed to the applicant.
- 3.) A company business card bearing the name and position of the person listed below **MUST** accompany this request for credentials.

Please fax or mail your request on company letterhead to:

Mid-Am Trade Show
Nancy Molenda, Communications Manager
1000 N. Rand Road, Suite 214
Wauconda, IL 60084
Fax: (847) 526-3993

(No phone calls will be accepted)

SPECIAL NOTE: NO PROVISIONS ARE AVAILABLE FOR PICKING UP PRESS PASSES AT THE TRADE SHOW.

In accepting a Press Pass, the recipient agrees to provide tear sheets of published articles to Show Management within 60 days of the Mid-Am Trade Show.