2014 IFT Annual Meeting & Food Expo® Media Eligibility

The IFT Media Relations team is excited to invite you to register for this year's Annual Meeting & Food Expo taking place in New Orleans, La. Credentialed news media representatives and bloggers may register online, should you have any questions regarding registration or wish to know if you qualify as media, please contact us at IFTMedia@ift.org.

WHO'S ELIGIBLE FOR PRESS BADGES?
To maintain quality news coverage and media representation, members of the news media need current, official credentials to attend annual meeting educational sessions, enter the exhibit halls and attend events at the New Orleans Morial Convention Center. You must meet the following criteria and present acceptable identification on site in the press room to qualify for a press badge.

In addition, the possession of a press badge is limited only to its holder. Friends and family of the press are invited to attend the expo as paying attendees but access to the press room is limited to media only.

ELIGIBILITY

- You must have an **editorial role** within a well-established news media outlet that publishes original content. Directories, advertisement and sales listings, distribution services and other non-news publications or websites are not eligible.
- Advertising, public relations, **publishers**, marketing and sales representatives, and other non-editorial media outlet staff will **not be** granted press badges and must register through general registration and pay the fees. Similarly, non-credentialed companions of properly credentialed media representatives must pay registration fees via general registration.
- Your news outlet or blog must regularly cover food, health, wellness, or food science/technology related topics and receive at least 1,000 unique visitors per month.
- Specialty publications will be reviewed on a case-by-case basis.
- YouTube, Facebook, Twitter, personal blogs, forums, communities and users groups will not be considered for media accreditation.
- Freelance writers and photographers must present a letter of assignment from an approved media outlet to be granted a press badge. Similarly, broadcast or online production company representatives must present a letter of assignment from an approved news media outlet.
- Media outlet interns and student practitioners accompanying credentialed media representatives must show proof of employment.
- Video crews must present a shoot schedule prior to the 1st day of the event.

IDENTIFICATION
(Please be prepared to present at least one of the following):

- Officially issued press credentials (by media outlet, government or other recognized issuer)
- A business card with your name, editorial staff title and media outlet
- A letter of assignment from editor/producer of an approved media outlet (photo copies not accepted)
- Current publication masthead with your name and title
- News article published within the past six months with your byline

IFT staff reserves the right to deny press badges if credentials are insufficient.