



Sacramento International Horse Show Media Credential Application

Media Guidelines

- Media credentials may be issued to journalists on assignment by recognized and well-established magazines, newspapers, news services, publications, television and radio networks, local television and radio stations, Internet sites, agencies representing farms and ranches, and other approved media outlets.
- Internet sites will only be considered if they cover horse shows on a regular basis and are consistently updated with news and features, or are local or tourism-based sites for area in which the event is hosted. Websites must be free from profanity and offensive language.
- Freelance journalists must provide proof of assignment from a well-established and approved outlet to be considered for accreditation. If photographer credentials are granted, he/she must also confirm that the images taken will only be used for that specific publication and for that specific story. Freelance writers may only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.
- No photographer at any event managed by West Palms Events may sell photography, except the Official Horse Show Photographer. Photographers are allowed to shoot family and/or friends. Any violation of this could result in having your credential revoked.
- Media credentials, if granted by show management, must be worn prominently and at all times while on the WPEM show grounds.
- The deadline to apply for media credentials is 5 days prior to the first day of the show.
- WPEM reserves the right to deny any media credential request or revoke a media credential if guidelines are not followed.

Application for Credentials

Credentials Requested (Please check all that apply):

Media_____ Photographer_____ Photographer with Flash_____ Videographer_____ Television_____

Events:

Sacramento International Horse Show_____

Name and Title: _____

Publication/Media Outlet Name: _____

Postal Address: _____

Email Address: _____

Phone Number: _____ Mobile Number: _____

Please state where and when your work will appear: _____

I have read all WPEM guidelines and agree to comply.

Signature: _____ Date: _____

Printed name: _____

- Please return by emailing to info@WestPalmsEvents.com