



## Media Registration Guidelines

2018 NIPA Annual Forum & Expo

May 20-23, 2018

The Cosmopolitan of Las Vegas

Las Vegas, Nevada

Thank you for your interest in covering the 2018 NIPA Annual Forum & Expo (2018NAFE)! Print and broadcast media representatives (editorial staff only) can obtain complimentary media registration to the 2018NAFE. Media registration will *not* be available onsite. Qualified working journalists may submit a registration request for a complimentary media badge that provides:

- Expo Hall access (where applicable)
- Attendance in general sessions and breakout educational sessions

**Please note:** Networking and evening events are not included in the complimentary media registration. Members of the media may obtain access to these events for a fee. Contact NIPA Headquarters for details.

NIPA has developed media registration guidelines to ensure only those who qualify for media registration will be issued credentials. This policy was developed to guarantee that the value of media credentials is maintained for qualified journalists.

**Please read the following information before filling out the registration form.**

- NIPA requests that any media attending the event publish an article or distribute a press release about NIPA or the event within six months following the event. The published article or press release is to be forwarded to NIPA Headquarters.
- You will be notified in advance that your registration has been accepted via e-mail. Credentials will be available for pick-up onsite.
- NIPA media registration is open to working journalists with commercial-news organizations only. Sales representatives with exhibiting publications should register for an exhibitor pass unless they are specifically writing or filing a bylined story on the event.
- Requesting media credentials does not automatically qualify you to receive a media badge from NIPA. NIPA reserves the right to deny any applicant a media badge.
- Companions and other non-credentialed guests of media representatives are not eligible for complimentary media registration. Guest registration is available for purchase.
- NIPA reserves the right to refuse media credentials for publications that cannot be verified or that it deems not substantive in reach or content; all requests will be reviewed on a case-by-case basis.

**To qualify for complimentary media registration, you must meet the following criteria:**

### Print Media:

- You must be a reporter, editor or publisher of a publication that regularly covers the retirement and/or employee benefit plan administration industry or targets a general audience relating to such topics. Specialty publications that cover other industries and do not have a regular focus on

the retirement and/or employee benefit plan industry are not eligible for complimentary media registration.

- Only one publisher per publication title is eligible for media registration.
- Freelance writers, sales/advertising reps covering the 2018NAFE as editorial staff and photographers must present a letter of assignment from a publisher, editor or producer (on letterhead) of an approved publication to receive media credentials.

**Online Publications:**

- Only journalists with news Web sites qualify for media badges. Sites that are primarily for business or sales purposes (i.e., B2C or B2B) do not qualify.
- Online journalists must have bylined articles onsite or business cards verifying their position/title.

**Broadcast Media:**

- Reporters and camera crews must present a letter of assignment (on letterhead) from an approved outlet to receive media credentials.

**Once the application has been submitted, NIPA may request that credentials be submitted before the application is approved. Credentials may include:**

- A copy of your business card with name, editorial title and media outlet's logo;
- A copy of a current masthead, which clearly displays your name and editorial title, and/or;
- A bylined industry-related article written by you and published within the last 12 months.