

If you are a **Pending Retail Buyer (PB)** or **Pending Importer / Distributor\* (PID)**, please provide at least two\*\* of the following:

- 3 volume invoices showing the purchase of FINISHED brand name goods in the outdoor industry made within the last six months. Invoices for samples/blanks do not qualify as finished goods.
- Business card that includes your name and current company.
- Business license indicating it is a retail business (please DO NOT send a tax ID or sellers permit; these are not acceptable credentials).

New retail businesses only:

- A Letter of Intent from an attorney or bank on official letterhead stating the intent to start a new retail business (this is acceptable for new businesses only).

Retail employees (register as Retail Buyer):

- Photo of personalized business card that includes your current company address.
- Pay stub within the last six months.

*\*Must not be the exclusive distributor of one company. Must distribute multiple brand product lines.*

*\*\*At least one of the two documents must prove your individual relationship to the store.*

If you are a **Pending Freelance Designer** and/or **Designer of Manufacturer** who is not exhibiting at the show (PD), please provide at least 2 of the following:

- Business card that includes job title.
- Job invoice (made within last 6 months) for product design work that was completed for a brand in the outdoor industry.
- Contract and/or job agreement for a current freelance product designer position with a brand in the outdoor industry. Please provide contact information for the brand representative for reference check.
- Letter of intent from a brand in the outdoor industry for a freelance product designer position. Please provide contact information for the brand representative for reference check.

If you are a **Pending Non-Profit (NPP)**, please provide the credentials listed below:

- 501(c)(3) Tax Exemption Letter.
- Must be employed by or on the Board of Directors of the non-profit (membership does not qualify).
- Business card that includes your name and company address.

If you are a **Pending Independent Rep\* (PIR)**, please provide both credentials listed below:

- Business Card that includes your current company address.
- Copy of a commission check from the last 6 months, letter on letterhead from manufacturer OR W2 from manufacturer. Please be sure to black out any sensitive information.

*\*You must be an Independent Rep for at least one brand exhibiting in the current show cycle. Exclusive In-House Sales Rep for non-exhibiting brands do not qualify.*

Do you qualify as **Working Media**? The criteria is listed below:

Please upload two (2) of the following acceptable credentials by January 1, 2017. After January 1, 2017 all documentation must be presented on-site. Please note, if proper forms of credentials are not provided both online and on-site, you may be denied access to the show. Travel to the show does not guarantee admittance.

Outdoor Retailer is open to trade and consumer-focused media outlets including print, TV, radio and online as well as any writer, photographer and editor with an editorial assignment to cover the show for a media outlet that is related to the outdoor products industry.

Advertising sales representatives, publishers, producers, marketing staff, promotion companies, Social Media agencies, PR agencies, advertising/branding agencies, content providers and content agencies and film and documentary producers will not be admitted to the show as Working Media – these representatives are welcome to attend the show, but will have to register as Media Sales.

**Magazine and Newspaper Editorial Staff** (please provide at least 2 of the below):

- A photo of the publication masthead including your name and title.
- A photo of or link to original, bylined editorial work, showing coverage within the outdoor space, from the last three months.
- An email or photo of original letter on assigning publication's letterhead from assigning editor or news director with a writing assignment detailing a specific coverage assignment at the show.

**TV Crews, Reporters, Cameras, Photo Editors, Technicians:**

- A station issued, current press photo I.D. with current date.
- A business card from a major TV network reflecting your current editorial role.
- A letter from the news director or assignment editor on station / network letterhead saying that you have been assigned to represent the organization in an editorial capacity at Outdoor Retailer. Coverage must be done independently and not solicited by exhibiting companies.

**Photo Editors:** are required to provide a letter from the news director or assignment editor on station / network letterhead saying that you have been assigned to represent the organization in an editorial capacity at Outdoor Retailer. Coverage must be done independently and not solicited by exhibiting companies. **Without an assignment, you will not be approved for a Working Media badge, but are welcome to join us with a Media Sales badge. Publishers and Producers are welcome to attend, but will need to do so in a Media Sales badge.**

**Freelance and Contributing Writers and Photographers:**

- A scanned or linked examples of your published, editorial work in assigning publication with bylined coverage within the outdoor space, in the last three months.
- An email or photo of original letter on assigning publication's letterhead from assigning editor or news director with a writing assignment detailing a specific coverage assignment at the show.

Photographers are required to provide a letter from the news director or assignment editor on station / network letterhead saying that you have been assigned to represent the organization in an editorial capacity at Outdoor Retailer. **Without an assignment, you will not be approved for a Working Media badge, but are welcome to join us with a Media Sales badge.**

Coverage must be done independently and not solicited by exhibiting companies. Without assignment, you will not be approved for a Working Media badge, but are welcome to join us with a Media Sales badge.

## **New Website / Blogs:**

- A photo or link to original, bylined editorial work showing coverage within the outdoor space from the last three months.
- A monthly traffic report from an external demographic tool, like Google Analytics, verifying the site or blog get a minimum of 5,000 or more unique monthly visitors (UMVs).

The web publication must be a previously established, independent site that is updated at least biweekly with original and industry-related news.

The site must have a proven track record showing coverage of the outdoor space for at least 1 year.

To maintain PCI compliance, be sure to black out the following information prior to sending your credentials: credit card numbers and any government issued ID, sales, tax or SSN.

*Please note: Personal YouTube, Facebook, Twitter, Instagram sites, personal blogs, forums, crowd sourcing sites and user groups will not be considered for Working Media accreditation, but an apply for Media Sales badges.*

## **On-Site Media Registration:**

Media may register on-site during media registration hours at the East Entrance of the Salt Palace during published registration hours. A media representative will be on-site to review credentials and qualify registering media. While the show is convenient and interesting to the residents of the surrounding communities, Working Media badges will only be granted to those providing the above defined credentials. Those without credentials will be turned away and additionally, travel to the show does not guarantee admittance.

## **The Following Will NOT Be Admitted:**

- Freelancers without a specific editorial assignment
- Photographers without a specific / written editorial assignment
- Blog writers / owners that do not provide the defined site analytics or have been covering the outdoor space for at least 1 year
- Personal blogs / hobby blogs do not qualify as media
- Credentials without all of the required items, as detailed above
- People who applied online and were denied credentials
- Local media that do not cover the outdoor industry
- Children may not attend with those registered as Working Media
- Outdoor Retailer has the right to refuse registrants who do not provide the correct credentials