

## ATSSA Annual Convention & Traffic Expo Media Policy

ATSSA's Annual Convention & Traffic Expo is a professional event that is not open to the general public, and as such, all individuals attending the event must be credentialed accordingly for admittance. It is strongly recommended that members of the media register in advance (see "Registration Instructions" below).

Those individuals requesting media registration must be currently employed by a news organization as an editor, reporter, writer or broadcaster. Media badges are limited to no more than two (2) media representatives per outlet assigned to cover the event. Account representatives, sales representatives, book authors, engineers, researchers, members of faculty, or students do not meet the criteria for media registration. The following guidelines are provided to gain access and registration to this event as a member of the media:

- **Print, Television and Radio Reporters:** Reporters must provide media identification or a business card.
- **Business and Trade Publications:** Reporters and editors from magazines, newspapers, trade publications, and wire services must provide media identification or a business card.
- **Freelance Journalists:** Freelancers must verify that they have been retained to cover ATSSA's Annual Convention & Traffic Expo by presenting a letter or email of assignment.
- **Online Publications, Podcasters, Bloggers:** Reporters from online publications must provide a business card and a letter or email of assignment. Bloggers will provide links to their site(s) prior to access being granted.
- **Newsletter Reporters:** Newsletter reporters must verify they have been retained to cover ATSSA's Annual Convention & Traffic Expo by presenting a letter or email of assignment. Newsletters will be limited to one media representative from that organization.

Local media invited to ATSSA's Annual Convention & Traffic Expo events as a result of ATSSA press releases or media advisories sent to them in advance by ATSSA should contact the Director of Marketing & Communications listed on the press release to arrange coverage. Each media representative must be escorted at all times.

**Media Badge:** Media badges that are approved provide full admission to the exhibits. Other events associated with ATSSA's Annual Convention & Traffic Expo, including luncheons, dinners, tours or other ATSSA events available for cost must be registered and paid for by the respective member of the media.

**Registration Instructions:** To register for a media badge, please email ATSSA at [communications@atssa.com](mailto:communications@atssa.com) with the following information:

- Full name
- Organization and/or affiliation
- Title

- Address
- Phone number (cell preferred)
- Media outlet's web address
- Email address

To verify your current status as a reporter/member of the media, please send a PDF scan of your business card and a letter or email of assignment to cover this event. Upon approval, you will automatically be registered for the conference and notified to pick up your media badge at the registration desk. Media badges will not be mailed prior to the show. Once approved, badges can be picked up onsite at the registration area.