



## PRESS REGISTRATION CONDITIONS

### REGISTER AS A JOURNALIST

Thank you for your interest in applying for a press accreditation. Find out how to register below.

The press department does its best to accommodate all requests, while recognizing the need to balance international, national, local, trade and general media, as well as the pertinence of the media for our clients.

Registered journalists can access the entire exhibition floor, the complete conference program and the press club.

If you have any queries, please contact us:

- **For the American press:** Sarah BERMAN – [sberman@bermangrp.com](mailto:sberman@bermangrp.com) / +1 212.450.7300
- **For the international press:** Tristan LALOT – [Tristan.lalot@reedmidem.com](mailto:Tristan.lalot@reedmidem.com) / +33 1 79 71 97 16

### REGISTRATION CONDITIONS

*Read these carefully before continuing:*

- You must be full-time journalist.
- Send the required press credentials (listed below) to our press accreditation service. The press accreditation team may ask for additional information.
- Press accreditation at previous Reed MIDEM events does not guarantee automatic renewal.
- Non-editorial staff (e.g. advertising, sales, marketing, PR, publishers...) must register as [visitor](#).
- Reed MIDEM reserves the right to refuse an accreditation.
- No press accreditation is accepted directly onsite.

### PRESS ACCREDITATION STEP BY STEP

- Fill in the press registration form (available in your invitation email) with all the necessary press credentials
- You will receive an email confirming your press registration. We will contact you by email or phone if your accreditation has been refused or if we require additional information.
- One week before the event, you will receive your Print At Home. Please print it and bring it with you to Mipim PropTech.

## **REGISTER AS AN ONLINE JOURNALIST / BLOGGER**

*Writing / blogging must be your main professional activity.*

- Your press registration form
- A commissioning letter from your editor in chief or a link to a current page of your media where your name and title appear in the editorial team.
- A copy of your press card or your business card
- A recent by-lined article (less than 3 month old)

*Online media and blogs must meet the following criteria:*

- Online media must post original and dated news at least once per week.
- Personal website or blog (fan sites etc...) do not qualify for press registration.
- Blogs must be well established and show an acceptable level of interactivity and comment.
- Sponsored blogs or company blogs do not qualify for press registration.

## **REGISTER AS A JOURNALIST OR FREELANCE**

- Your press registration form
- A commissioning letter from your editor in chief
- A copy of your press card
- A recent by-lined article (less than 6 months old)

## **REGISTER AS A PHOTOGRAPHER**

- Your press registration form
- A commission letter from your editor in chief or our agency
- A copy of your press card

## **REGISTER AS A BROADCAST OR RADIO JOURNALIST**

Each crew member must register separately

- Your Press registration form
- A letter of the broadcaster letterhead confirming when and on which programme the report will be broadcast
- A copy of your press card
- A commissioning letter from your editor in chief
- A DVD or an Internet link to the programme's most recent broadcast