



## **2020 PRESS GUIDELINES**

### **A) COMPLIMENTARY REGISTRATION**

Press representatives receive complimentary registration. \* Complimentary badges are given at the discretion of WVC. WVC reserves the right to approve, deny or rescind press badges at any time during the conference. The deadline for requesting the complimentary conference registration is January 31, 2020. All press must be pre-registered for the Conference in order to receive complimentary registration. There are **NO** exceptions. Press registering after the January 31, 2020 deadline will incur a \$340 charge per badge.

#### **Who qualifies for a press badge at WVC?**

- Press registration shall be complimentary for working press or journalists for the sole purpose of gathering news for their publications.
- Publications must be animal health; livestock or consumer pet/animal-related and advertising sales are not permitted except in the context of a commercial exhibitor's booth.
- There shall be no more than three (3) complimentary registrations per approved company. Additional Marketing/PR Firm badges can be purchased for \$340 each.

#### **Who does not qualify for a press badge at WVC?**

- Public relations representatives (e.g., marketing, creative services, circulation and other employees of magazines, newspapers and television stations).
- Writers and publishers of personal or corporate newsletters.
- Family members of approved media personnel.
- Public relations representatives must register as "exhibitor personnel," if your clients are confirmed participants in the tradeshow. Please check with your client directly to order your badge. *If you are not working with an exhibitor, public relations representatives may register for a Marketing/PR Firm badge (\$340).*

### **B) OTHER INFORMATION**

- WVC will receive complimentary subscriptions to the respective publications.
- Photo ID and business card may be requested by WVC onsite.

### **C) COMPLIMENTARY WORKROOM**

You are provided a workroom, which contains computer workstations with Internet access and printers. In this room you will find press kits from exhibiting companies and WVC. This location also provides you with a quiet place for interviewing conference speakers.

#### **WVC CONTACT:**

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*\*WVC reserves that right to exclude press representatives who do not fulfill WVC requirements.*