

Media Badge Types and Requirements for Credentials

The National Shooting Sports Foundation® welcomes professional media to the SHOT Show®. Media must meet specific eligibility requirements to receive credentials to cover the show. Approval of media credentials is at the sole discretion of NSSF®.

Media registration for the 2017 SHOT Show, which will run January 17-20 at the Sands Expo Center in Las Vegas. Media MUST PRE-REGISTER for credentials; there will be NO ONSITE REGISTRATION of media.

BADGE TYPES (non-transferable)

MEDIA-EDITORIAL BADGE—For all media covering the show except those affiliated with TV, video and radio shows or those with a media company exhibiting at SHOT. Allows access to the show floor with permission to use photo and video equipment. Show policy requires that you ask permission before photographing or videotaping close-ups of products or individuals.

MEDIA-BROADCAST BADGE—For media covering the show for a TV, radio or Web-based video/audio show. Allows access to the show floor with permission to use video or sound-recording equipment. This badge also allows photography. Show policy requires that you ask permission before photographing or videotaping close-ups of products or individuals.

EXHIBITOR MEDIA BADGE—For media with companies exhibiting at the SHOT Show who require media privileges in order to cover the show.

REQUIREMENTS FOR MEDIA CREDENTIALS (Proof of Eligibility)

The criteria listed below allow NSSF to evaluate media's eligibility for attending SHOT Show and helps address concerns of SHOT Show exhibitors about maintaining a credible business environment at the show. Media who are requested to provide credentials during the registration process must do so; failure to provide the necessary credentials will cause a delay or outright denial of your application. Documents, such as a press card or letter of assignment, should be emailed as a link or digital file. If you do not have digital versions, fax a copy by following the instructions emailed to you after submitting your application for credentials.

Media-Editorial Badge Requirement

- Current individual membership card issued by a bona fide outdoor communicators association, or a
- Press card issued by a bona fide news organization, or
- Your name listed in an editorial position on a publication masthead, or a
- Recent bylined story that indicates you are a staff writer, reporter or regular contributor to an industry-related publication, or a
- Letter of assignment from an editor or publisher of a recognized industryrelated or general news publication that states you are on assignment to cover the show, or

- Provide a link to a website or blog dealing with industry-related subjects and include your real name (no aliases, no exceptions). NSSF will approve or deny credentials to digital media based on the frequency and quality of posts.

Broadcast Badge Requirement

- Current individual membership card issued by a bona fide outdoor communicators association, or a Press card issued by a bona fide news organization, or a
- Letter of intent from a recognized industry-related or general news TV, radio or Web-based video/audio show that should list the names of all individuals on assignment and describe the nature of the assignment, or a
- Letter of assignment from a SHOT Show exhibitor. The letter, on the exhibiting company's letterhead, must grant permission to you to shoot video of that company's product exhibits or to conduct interviews. Permission must be obtained from each exhibitor that you wish to cover.
- For digital media, provide a link to the website of your show dealing with industry-related subjects and include the host's real name (no aliases, no exceptions). NSSF will approve or deny credentials to digital media based on the frequency and quality of content posted.

IMPORTANT: Unauthorized filming of exhibits or close-ups of individuals will result in the revocation of all media credentials and may jeopardize admission into future SHOT Shows.

NOTE: Some video crews may be escorted by Press Room staff to and from their interview locations on the show floor.

PROFESSIONALISM

Media representatives are reminded that the SHOT Show is a private trade show whose primary purpose is to provide a positive business environment for manufacturers, distributors, retailers and others in the shooting, hunting, outdoor and law enforcement industries. NSSF requires all media to conduct themselves in a professional manner and to ask permission before taking photos, video or audio recordings. We understand that it may be necessary to obtain certain establishing shots of the show floor to complete an assignment. However, we ask that you not shoot close-ups of any booths, persons or products without permission. NSSF requires all media to defer to exhibitors who do not want to be interviewed or have their products photographed or videotaped. At its discretion, NSSF may provide an escort for video crews on the show floor. Unauthorized filming, photography or audio recording, or unprofessional behavior, will result in the immediate revocation of media credentials and removal from the premises, and may jeopardize admission into future SHOT Shows. NSSF reserves the right to bar from this and future events any press badge holder who attempts to solicit services, products, advertising or subscriptions from press, registrants or exhibitors.