

PRE-REGISTRATION DEADLINE: **AUGUST 1, 2010**
APPLICATIONS WILL NOT BE ACCEPTED AFTER THE DEADLINE

Press Credential Rules & Regulations

1. Submitting this application does not automatically qualify you for a press credential.
2. A history of prior attendance to previous shows does not guarantee approval or waive any aforementioned requirements.
3. Misrepresentation of position and/or publication/news organization will bar you and your organization from all future The Ultimate Jazz Festival events.
4. The Ultimate Jazz Festival reserves the right to modify this policy without public notices and may deny any applicant a press credential.
5. To photograph the show, you must submit a separate photographer credential application.
6. Press credentials are reserved for working members of the media only. Employees of media outlets who do not work in an editorial capacity are not qualified for a press credential.

Press Credentials will not be granted to:

- * Publishers and associated publishers and any advertising personnel, including directors, managers and account executives.
- * Administration, presidents, vice presidents, general managers, managers, marketing managers, marketing representatives, public relations, promotions, accounting, graphic designers, or engineers.
- * Editors of "in-house" newsletters or personal web logs (blogs).
- * Anyone whose principal purpose for attending The Ultimate Jazz Festival is, in our judgment, for reasons other than generating news coverage of the event or its participants.

Outlet Verification

All credential applications will be verified through a national media database (Vocus/Cision). If your outlet does not appear in the database, you will be required to submit the information detailed below to qualify for a press credential.

Print Outlets must provide a recently published copy of the publication with press credential applicant listed in the masthead or in the byline for an article. The publication must have a verified circulation greater than 1,000.

Web Publications must submit proof of an existing secure site with verified/audited unique visitors and/or subscriber numbers and relevant editorial content as well as a masthead or bylined article. The web publication must be a previously established, independent site that is regularly updated with original and current news. Authors of personal web logs (blogs) do not qualify for press credentials. **All online outlets must submit a detailed statistical report from www.alesx.com, including three month traffic ranking, site stats and traffic history graphs for reach, rank and page views.**

Broadcast Outlets (including internet TV shows) must pre-register to obtain a press credential (onsite registration is not permitted).

Radio must have a current web site with an online broadcast available or acceptable recorded programming with station identification (onsite registration not permitted).

Freelance writers, photographers and video production companies must be on assignment for a legitimate news organization and are required to show a previously published/aired byline in addition to a letter from an editor or producer stating that they are on assignment for an industry-related publication/outlet.

Editorial/Non-Editorial status

Any applicant working in both editorial and non-editorial capacities for a media outlet (i.e., publishing, ad sales, public relations, marketing or promotions) is not eligible for a press credential. If documentation is provided to support this designation, a media guest badge will be issued.

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HOW TO APPLY FOR A PRESS CREDENTIAL

1. Complete the Press Credential Application.
2. Attach business card that includes your name, editor, and company name.
3. All outlets must provide their circulation, viewership or monthly unique visitor statistics with supporting documentation.
4. Print/online publications must submit a recent masthead and/or bylined article.
5. All online outlets must submit a detailed statistical report from www.alexa.com including the three month traffic ranking, site stats and traffic history graphs for reach, rank and page views.
6. To photograph the show, you must submit a separate photographer credential application.

Attach business card here
Card must include your name, editorial title , and company name.

Note:

- Applications submitted with out all required information will not be processed.
- Consumer outlets may NOT register more than four editorial contacts (Exemptions if you have any here)
- One form per attendee.
- This form is inteded for editorial media only: ad sales, marketing, public relations, publishing and promotios must use non-retail application.

Complete application information and rules/regulations on following page.

Please Print Legibly (All applicants must use legal names)

Company Name: _____
 Name: _____
 Address: _____
 City: _____
 State/Province _____ Zip/Postal Code _____ Country _____
 E-mail: _____
 Website: _____
 Direct Phone: _____ Direct Fax: _____

How To Submit An Application

MAIL or fax your completed application and supporting material to:
The Ultimate Jazz Festival
231 E. Alessandro Blvd.
Suite A271
Riverside, Ca. 92508

Fax to : **(909) 627-7418**

1. JOB TITLE/PRIMARY RESPONSIBILITY (check one box only)

- A. Editor B. Editorial/Music C. Writer D. Producer E. Reporter

2. WHICH BEST DESCRIBES YOUR MEDIA OUTLET? (check one box only) A. Trade B. Consumer

3. TYPES OF MEDIA (check one box only)

- A. Magazine B. Newspaper C. TV(National/Regional) D. TV(Cable)
 E. Internet F. Radio G. Newswire H. Trend Letter/Newsletter

4. WHAT MARKET(S) DO YOU COVER?

- A. Entertainment B. Other _____

For Office Use

Date: _____ Approved by _____

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THIS APPLICATION MUST BE COMPLETED BY ANY INDIVIDUAL THAT WISHES TO PHOTOGRAPH OR FILM ANY ASPECT OF THE JAZZ FESTIVAL

HOW TO APPLY FOR A PRESS CREDENTIAL

1. Complete the Photographer Credential Application.
2. Attach business card that includes your name, title, and company name.
3. All applicants must submit a letter of assignment from the affiliated media outlet.

Note:

- Applications submitted without all required information will not be processed.
- Any additional crew members must submit individual applications.
- One form per attendee.



Complete application information and rules/regulations on following page.

Please Print Legibly (All applicants must use legal names)

Company Name: _____

Name: _____

Address: _____

City: _____

State/Province _____ Zip/Postal Code _____ Country _____

E-mail: _____

Website: _____

Direct Phone: _____ Direct Fax: _____

How To Submit An Application
MAIL or fax your completed application and supporting material to:
The Ultimate Jazz Festival 231 E. Alessandro Blvd. Suite A271 Riverside, Ca. 92508
Fax to : (909) 627-7418

By signing this form, you agree to abide by the following Rules/Regulations concerning photography:

1. You may not interrupt business for the purpose of photography.
2. All photographs may only be used for editorial purposes.
3. You may not solicit for sales of photographs. **Signature** : _____

1. JOB TITLE/PRIMARY RESPONSIBILITY (check one box only)

A. ___ Editor B. ___ Editorial/Music C. ___ Writer D. ___ Producer E. ___ Reporter

2. WHICH BEST DESCRIBES YOUR MEDIA OUTLET? (check one box only) A. ___ Trade B. ___ Consumer

3. TYPES OF MEDIA (check one box only)

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