



Media Guidelines For CHIME Conferences and Events

CHIME welcomes journalists, reporters, radio personalities, photographers, film crews, and other members of the traditional news media at our conferences and events. These guidelines serve as rules of engagement to protect our attendees while sharing stories from these events with public audiences. Editorial staff interested in covering CHIME events can apply for a media pass subject to review and approval.

Who is eligible to attend CHIME conferences and events as members of the media?

Media representatives must present identification to verify affiliation with print, broadcast, or recognized Internet media. Freelance writers must submit a letter of assignment or letter of intent from the media outlet being represented. Unassigned freelance writers must present bylined articles from a recognized news organization for consideration. Business cards or membership cards from communications or writers' organizations are not sufficient to establish eligibility.

Press passes are available only to working media representatives who can show evidence that their attendance is expected to result in coverage of the meeting or event in print, broadcast, or Internet media.

Is photography and filming permitted?

Filming and photographing for public consumption of any kind anywhere within CHIME conference and events is allowed only at the discretion of CHIME's Media Relations Team. To apply for permission, email CHIME's Communications Team: communications@chimecentral.org

Camera crews and photographers must be accompanied at all times by CHIME staff. In addition to following all CHIME's rules and regulations, film crews and photographers must also follow the city's fire safety and union regulations.

Are live broadcasts permitted?

Live broadcasts from any CHIME event or session may occur only with written consent from CHIME's Media Relations Team. To apply for permission, email CHIME's Communications Team: communications@chimecentral.org



Are news outlet sales and advertising staff eligible to attend as members of the press?

CHIME will not issue press passes to a publisher's or publication's advertising, marketing, public relations, or sales representatives; publishers, editors, or reporters from manufacturers' house or promotional publications; public relations staff of exhibitors; writers creating analyses or reports sold as a commodity; or other individuals or their representatives who are not actually reporting on the meeting or event.

Any press pass holder who sells, markets, or represents a company or organization for the purpose of obtaining advertising, sales, or subscriptions from any meeting registrant or exhibitor will be asked to immediately forfeit press credentials.

Additional considerations and statements

- CHIME reserves the right to limit media access to CHIME-sponsored meetings and events.
- CHIME reserves the right to inspect the credentials of anyone registering as media.
- CHIME reserves the right to limit the number of press badges issued to a single media organization.
- CHIME program content may not be used to develop continuing education materials without the express written consent of CHIME.
- Onsite media will do their best to work in conjunction with CHIME event schedule and be respectful so as not to disrupt the natural flow of the event nor prevent CHIME members and attendees from participating in CHIME programming.
- All approved media are required to publish content related to the event.
- Media passes are reserved for credible and reputable members of the media, not PR agencies, consultants, company executives, or service-based organizations.
- In exchange for a media pass, all social media influencers/ambassadors are expected to:
 - Post content before, during, and after the event (at least 3 posts)
 - Tag CHIME in every relevant post that is shared.
 - Tag the event brands, speakers, and members in posts when relevant.

If these guidelines and criteria are not met, CHIME reserves the right to prohibit applicant from future events.