



## **Media Pass Guidelines for RetailNOW Conference**

The Retail Solutions Providers Association (RSPA) welcomes journalists, reporters, photographers, videographers, Internet media outlets, 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 retail IT industry audiences.

### **Who is eligible to attend RSPA's RetailNOW conference as members of the media?**

Media representatives must present identification to verify affiliation with print, broadcast, or recognized Internet media that focuses on the retail IT industry.

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

### **As an exhibitor, can I bring my own media member(s)?**

Yes, exhibitors can bring their own media members by either using their exhibitor code or purchasing an exhibitor pass for their media member(s). Media passes are not available for media members affiliated with a singular exhibitor/registrant.

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

### **Additional considerations and statements**

- RSPA reserves the right to limit media access to RetailNOW conference meetings and events.
- RSPA reserves the right to inspect the credentials of anyone registering as media.
- RSPA reserves the right to limit the number of press badges issued to a single media organization.
- RSPA reserves the right to revoke media credentials at any time.

**Have questions or media pass inquiries?** Email [Membership@GoRSPA.org](mailto:Membership@GoRSPA.org)