



PGA™

Fall Expo

Tournaments & Outdoor Demo Day:

August 16 - Revere Golf Club, Henderson, Nevada

Exhibits & Conference:

August 17 & 18 - The Venetian, Las Vegas, Nevada

Print, Radio, Television, Photographers & Online Services

Details of Regulations & Acceptance Documentation

Editorial media credentials will be issued only to personnel on assignment from recognized and accredited media outlets as determined by PGA Golf Exhibitions in its sole discretion. Individuals representing multiple interests (such as a recognized golf magazine or an Internet site) must be bound by all applicable media regulations. PGA Golf Exhibitions, in partnership with The PGA of America, retains exclusive media rights to all PGA Golf Exhibitions events. PGA Golf Exhibitions media credentials provide access to all PGA Golf Exhibitions events during official event hours only. Only personnel with appropriate media credentials will be provided media center services.

Coverage Regulations

1. Live broadcasts must be approved in advance by the PGA Golf Exhibitions media staff.
2. Reports shall not purport to be exclusive or official coverage, sponsored or endorsed by a third party, or inserted into any commercial announcement.
3. PGA Golf Exhibitions/PGA of America has licensed the exclusive online service rights to originate live coverage and other exclusive special programming from the PGA Fall Expo to an online service provider. Recognized online service providers may provide newsworthy information about the event solely in connection with the online service's regular golf/news coverage. Online services also have the option to direct subscribers to view the exclusive PGA Fall Expo reports located at www.PGA.com.
4. Audio and video transmissions may not exceed three minutes in length per interview and there may be no more than two audio or video reports per hour unless approved by PGA Golf Exhibitions media staff.
5. Reports cannot include any proprietary material owned by The PGA of America or Reed Exhibitions (in whole or in part) inclusive of, but not limited to, the PGA of America logo trademark, the PGA Fall Expo logo trademark (with the exception of informational use such as event identification only), PGA Golf Exhibitions Exhibitor Directory or any other copyright or trademark owned by The PGA of America or Reed Exhibitions without the prior written authorization of The PGA of America or Reed Exhibitions.
6. All camera equipment must be approved and tagged by PGA Golf Exhibitions in the event Media Center.
7. No photographer or camera crew may shoot an exhibitor's booth without the consent of that exhibitor. All exhibitors retain the right to refuse photography of their booths.
8. Camera crews must not block the flow of traffic in or around the venue.
9. Cameras may be used only by accredited media representatives who have been assigned photo credentials, subject to the conditions herein.
10. All photographs or film/video footage may be used for editorial purposes only of the publication, station, network or online service assigned the credentials. Photographs and/or film/video footage shall not be sold to outside agencies/other parties.
11. No on-site signage shall be permitted for any media, except those exhibiting.
12. All PGA Golf Exhibitions reports shall inform its audience that this show is for the trade only, and not open to consumers

Any modifications to these regulations by any party other than PGA Golf Exhibitions shall be null and void and may result in denial of credentials. Any violation of the PGA Worldwide Golf Exhibitions Coverage Regulations will result in forfeiture of the credential and all of its privileges.

I hereby understand and agree to work in conformity with the regulations stated above.

News Agency _____

Internet Address (if applicable) _____ Date _____

Signature _____

Print Name/Title _____