

## MEDIA CREDENTIAL INFORMATION

### 1. CREDENTIALS

Please request media credentials on the enclosed application form. Telephone and e-mail requests will not be accepted. Applications must be received in advance of the event. **Please complete all pages of this application form.**

### 2. ELIGIBILITY

Media credentials will be issued to employees or freelancers of established publications, news services and electronic media that cover or plan to cover the home improvement and building materials industries.

All journalists and photographers must include the name and direct office phone number of the assigning editor in this Media Credential Application. You may be asked to show photo identification and/or a business card at registration.

**Please note: media credentials will be issued to authorized working media personnel covering the Carbon Summit and or Carbon TradeEx America as well as to management and sales personnel of media outlets.**

#### Qualified Media Attendees

Publishers, editors, staff writers, freelance writers, television and radio producers, and print/broadcast reporters from approved media outlets. Credentials for any other media representatives, including advertising, public relations representatives, marketing, creative services, circulation and other employees of magazines, newspapers, online, and/or television stations, or family members, of legitimate media will be determined on a case by case basis.

If you wish to receive press credentials for the upcoming Carbon Summit or Carbon TradeEx America Trade Show & Conference, the following two pieces of documentation are required:

1. Current business card from an approved media outlet imprinted with first/last name and title

AND one of the following:

2. The masthead upon which the name and title of the individual appears or a copy of or an Internet link to a current by-lined article published in an approved media outlet within the past year.

### 3. TELECOMMUNICATIONS SERVICES

Carbon TradeEx America **only** will provide phones for local and long distance credit card calling. Fax machines, computers, modems and high speed Internet connections will be available at the show's Media Center.

### 4. PHOTOGRAPHY AND REGULATIONS

Photo Editors – please coordinate all credential requirements with the editorial department of your news organization.



**September 28-29, 2010**  
**Chicago, IL**  
[www.carbontradeexamerica.com](http://www.carbontradeexamerica.com)

#### Workshop Programs

Pre-Event, September 27, 2010  
Post-Event, September 30, 2010

#### Press Contact

Mr. Franz Balve  
Press Officer  
Koelnmesse, Inc.  
8700 W. Bryn Mawr Ave.  
Suite 640 N.  
Chicago, IL 60631  
+1 (732) 933-1117  
[f.balve@koelnmessenaftha.com](mailto:f.balve@koelnmessenaftha.com)  
[www.carbontradeex.com](http://www.carbontradeex.com)

#### Event Contact

Mr. Darrin Stern  
Show Manager  
Koelnmesse, Inc.  
8700 W. Bryn Mawr Ave.  
Suite 640 N.  
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+1 (773) 326-9925  
[d.stern@koelnmessenaftha.com](mailto:d.stern@koelnmessenaftha.com)  
[www.carbontradeex.com](http://www.carbontradeex.com)

#### CMIA Contact

Ms. Leticia Labre  
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Business Development  
Carbon Markets & Investors  
Association  
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[leticia.labre@cmia.net](mailto:leticia.labre@cmia.net)  
[www.cmia.net](http://www.cmia.net)

#### EMA Contact

Ms. Lauren LeMunyan  
Executive Director  
Environmental Markets Association  
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Washington, DC 20045  
+1 (202) 207-1107  
[Lauren@emahq.org](mailto:Lauren@emahq.org)  
[www.environmentalmarkets.org](http://www.environmentalmarkets.org)

**MEDIA CREDENTIAL APPLICATION**

**REQUEST FOR MEDIA BADGE**

Your Position

Journalist     Photojournalist     Executive Management     Sales

Your Organization

Magazine     Newspaper     TV     Radio     Web     Other

Name \_\_\_\_\_

Position/Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-Mail \_\_\_\_\_

**Please place a check next to your preferred method of contact**

Telephone     Fax     E-mail

**APPROVING EDITOR/MANAGER INFORMATION**

Approving Editor/Manager Name (please print) \_\_\_\_\_

Title \_\_\_\_\_ Direct Telephone Number \_\_\_\_\_

**Please fax or email this application before the opening date of the each event.**

**Koelnmesse, Inc. Public Relations Department**

**FAX: 732-741-6437 EMAIL: [f.balve@koelnmessenافتا.com](mailto:f.balve@koelnmessenافتا.com)**

**RADIO, TELEVISION, PHOTOGRAPHERS AND WEB SITES  
DETAILS OF REGULATIONS AND ACCEPTANCE DOCUMENTATION**

**Radio/Television/Web General Regulations**

1. Live broadcasts must be approved in advance by the Carbon Summit/Carbon TradeEx America Media Center
2. No on-site signage shall be permitted for any media, except those exhibiting or those with sponsorship level agreements with the Carbon Summit/Carbon TradeEx America

**Television Coverage Regulations**

Carbon Summit/Carbon TradeEx America photo tags allow equipment on the show floor during show hours only. No photographer or camera crew may shoot an exhibitor's booth without the consent of the exhibitor and show management. All exhibitors retain the right to refuse photography of their booths. Camera crews must not block the flow of traffic in or around the venue. Television cameras and personnel must adhere to all regulations governing media coverage of Carbon Summit/Carbon TradeEx America. Violations of these rules may result in forfeiture of all media credentials for the media outlet.

**Photography Regulations**

I hereby acknowledge that I am covering Carbon Summit/Carbon TradeEx America as a journalist, and that I intend to use the photographs taken at the Show for editorial purposes only. The Carbon Summit/Carbon TradeEx America badge entitles representatives of the media to take photographs on the Show floor; however, no photographer or cameraperson may shoot an exhibitor's booth without the consent of that exhibitor. The exhibitor retains the right to refuse any photography of his booth.

**Web Site Coverage Regulations**

Recognized Web sites may cover Carbon Summit/Carbon TradeEx America subject to the following conditions:

1. Reports shall not purport to be exclusive or official coverage of Carbon Summit/Carbon TradeEx America itself, though exhibitors retain the right to arrange exclusive media coverage with outlets of their choosing.
2. Reports cannot include any proprietary material owned by Carbon Summit/Carbon TradeEx America /Koelnmesse, Inc. (in whole or in part) inclusive of, but not limited to, interview transcripts, audio transmissions, video transmissions, photographs, Carbon Summit/Carbon TradeEx America Exhibitor Directory, Show Daily or any other intellectual property owned by Carbon Summit/Carbon TradeEx America /Koelnmesse, Inc. without the prior written authorization from Carbon Summit/Carbon TradeEx America /Koelnmesse, Inc.

Any violation of the Carbon Summit/Carbon TradeEx America Coverage Regulations will result in forfeiture of the credential and all of its privileges, and Carbon Summit/Carbon TradeEx America reserves all rights to pursue all remedies available. I hereby understand and accept these terms.

News Agency\_\_\_\_\_

Web Site\_\_\_\_\_ Date\_\_\_\_\_

Signature\_\_\_\_\_

Print Name and Title\_\_\_\_\_

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**Koelnmesse, Inc. Public Relations Department**

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