

Press Pass Eligibility & Procedures



AIFW would like to thank all journalists with an interest in reporting about the 2020 Atlanta International Fashion Week. We will try to credential as many media companies as possible prior to the beginning of each show.

Eligibility

Requests for credentials will be considered from representatives of:

- National and international fashion trade publications
- Daily newspapers
- Recognized fashion websites or news internet sites which matches AIFW media goals
- Local, National radio and television networks and its local affiliates
- Local and national radio stations which matches AIFW media goals

Acceptable credentials include but are not limited to:

- Business card from the media organization which the journalist is representing – **EACH** business card **must** include the person's name, title, email address and direct dial phone number
- Press Badge from the media organization the journalist is representing – **EACH** badge should be
- personalize with the name and title of the professional journalist
- Letter of authorization from the editor on the media company's letterhead – the letter **must** be
- submitted by the deadline

Please note: Show management reserves the right to refuse anyone's credentials that cannot be satisfactorily verified or if the media organization is not a match for AIFW

On-site Procedures

After Press Pass request are approved, journalists will be contacted via email with instructions on pick-up. Each journalist who has been approved for a press pass should go the selected AIFW Press Area to pick-up a Press Pass. Each journalist **must** provide photo identification issued by federal, state or local government with one of the credentials listed above. The Press Room will be located at event venue which you will receive a schedule and selected location.

Deadline

Please completed the form on the following page as soon as possible, and return it **no later than Friday, March 20, 2020**. All information requested on the form **must** be provided, including signatures. Journalists can scan the completed form and submit via **email** to info@atlantaintlfashionweek.com.

Anyone who submits a request without providing all information listed on this form, and acceptable professional journalist credentials for **EACH** journalist will **not** receive a response or a press pass.



MEDIA REGISTRATION

If you are a member of the media interested in obtaining media credentials to cover the Atlanta International Fashion Week, please complete the following application and submit prior to March 20, 2020.

Company _____

Contact Name _____ Title _____

Address _____

City _____ State _____ ZipCode _____

Contact Phone _____ Alt. Phone _____

Email Address _____ Website _____

How many passes are needed? Note: Limit is four depending upon media type. 1 2 3 4

Please list the names and titles for the requested passes?

_____	_____
_____	_____
_____	_____

Type of Media: TV Print Online Other: _____

ACCESS REQUESTED: All Access Fashion Shows Events Workshops Other: _____

Please include a brief overview of planned coverage and when it is expected to run:

Please include a brief overview of Media Company or outlet:

Please send a press/media kit to info@atlantaintlfashionweek.com