

# premiereBIRMINGHAM

The • Southeastern • Beauty • Event

October 24-25, 2021

## 2021 PRESS PASS APPLICATION

Thank you for your interest in this Premiere Show Group event. To apply for a press pass to the show, please read the guidelines, complete the form below and submit along with credentials to [press@premiereshows.com](mailto:press@premiereshows.com) by **October 8<sup>th</sup>**. Please include any and all information with your application to allow Show Management to make an informed decision.

### Guidelines

Premiere Show Group events are industry only tradeshows, open only to members of the professional beauty industry, therefore media passes are issued only to journalists representing professional beauty trade publications, blogs, television and radio/podcasts. **APPLICATIONS MUST BE RECEIVED** by October 8<sup>th</sup>. We cannot review or consider applications received after this date. Any credentials brought on show-site will not be accepted. Applicants will be notified of application decision by October 15<sup>th</sup>. Please note: Any and all expenses for attending the show are the responsibility of the applicant.

**Acceptable Credentials:** • Business card or press badge from legitimate press outlet/ publication • Letter verifying freelance writer's assignment from authorized media publication. **PLEASE NOTE:** Premiere Birmingham is owned and operated by Premiere Show Group. Press passes to other industry events will not be accepted as credentials.

**Right of Refusal:** Premiere Show Group reserves the right to approve or deny any application at their sole discretion. The decision is final and cannot be appealed. Please note that press passes are limited and reserved strictly for publications that cater directly to the professional beauty industry. Publications determined used for self-promotion or have a targeted audience of the fashion industry or general public will not be accepted. Premiere Show Group is not responsible for any travel accommodations that a denied applicant may have made prior to being notified of our decision and these premade accommodations will not be taken into consideration during review process. Press passes are reviewed on a per show basis, although applicant may have been approved for a Premiere Show Group show previously does not guarantee acceptance for applied show.

### Publication's Primary Audience

Cosmetologists  Barbers  Nail Technicians  Estheticians  Massage Therapists  Professional Makeup Artists  Salon/Spa Owners

### Media Organization

Company \_\_\_\_\_ Website \_\_\_\_\_

Media Type  Print Media  Digital Media  Television/Radio

Contact Name \_\_\_\_\_ Title  Publisher  Editor  Owner

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

### Show Coverage

Do you plan on doing pre-show coverage?  Yes  No

Do you plan on doing post-show coverage?  Yes  No

### Link to at Least 3 Recent & Relevant Articles

If have previously attended a Premiere Show Group event as press, must include at least 1 article of show coverage from most recent show attended

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### Organization's Staff Attending

Full Name \_\_\_\_\_

Title  Publisher  Editor  Owner  Journalist  Freelance Contributor  Photographer/ Videographer

Days Attending  Sun, October 24  Mon, October 25

Full Name \_\_\_\_\_

Title  Publisher  Editor  Owner  Journalist  Freelance Contributor  Photographer/ Videographer

Days Attending  Sun, October 24  Mon, October 25

Full Name \_\_\_\_\_

Title  Publisher  Editor  Owner  Journalist  Freelance Contributor  Photographer/ Videographer

Days Attending  Sun, October 24  Mon, October 25

### Media Personnel Agreement, Waiver, Release and Acknowledgement

In consideration of accepting any credential, you hereby for yourself, your heirs, executors and administrators waive and release any and all rights and claims for damage you may have against Premiere Show Group, its employees and vendors, the Commonwealth of Birmingham, their representatives, successors and assigns for any and all injuries suffered by you with respect to Premiere Show Group.

Be advised that the information and materials displayed and/or presented at all sessions related to Premiere Birmingham are the property of Premiere Show Group (and/or exhibitor) and cannot be photographed, copied, photocopied, transformed to electronic format, reproduced or distributed without the written permission of Premiere Show Group (and/or exhibitor).

I read the full terms and conditions of the media personnel agreement, waiver, release and acknowledgment

Request Submitted By \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Editor or Publisher \_\_\_\_\_ Title \_\_\_\_\_

(if not above)

Signature \_\_\_\_\_ Date \_\_\_\_\_