



Spikes Asia

FESTIVAL OF CREATIVITY

Press Accreditation: Terms & Conditions

Spikes Asia runs a strict press list, admitting actively covering editorial staff working on assignment including journalists/reporters, editors, photographers and camera crew.

The list below outlines roles **not** included under the Spikes Asia definition of legitimate media:

- Marketing or advertising personnel, media analysts, public relations representatives, market researchers, brand content producers, consultants, media coaches, educators, filmmakers, publishers, general managers, account representatives, sales executives, etc.

Applications for press accreditations should be completed via the website, and proof of press uploaded, prior to the Festival. Your application is not complete until receipt of proof of press. Coverage plans and previous Festival coverage are taken into consideration when reviewing your application to cover the Festival. **Further information may be requested by the Press Office.**

To apply for press accreditation for Spikes Asia 2019 you must be on assignment from a media outlet. Only actively covering, legitimate media will be considered for credentials.

Spec photography, freelance journalists or contributing authors without assignment will not be considered.

Your assigning editor **MUST** provide their direct contact details along with a letter of assignment on behalf of each individual attendee on company letterhead to include:

- The name of all journalists assigned to cover the Festival
- A description of outlet with primary market, target audience and area of focus related to the Festival
- A detailed intended coverage plan and when it will appear – including pre, during and post-event coverage

In addition you should:

- Provide recent by-lined coverage of industry related articles (articles without a by-line will not be considered)
- Include links to online Read and accept our [Code of Conduct](#)
- presence: LinkedIn, Twitter, Personal website

Media must agree to a [Code of Conduct](#) and accept its terms before completing an accreditation application.

There is a capped allocation of press passes. To ensure the process is as smooth and efficient we suggest that ONE designated person in your media outlet complete the application on behalf of your organisation for ALL personnel



Registration for Press Accreditation opens on 01 April 2019. Applications should be filled out as soon as possible and no later than midnight SGT Friday 20 September 2019.

No Applications will be considered after this date, and walk-up requests will not be granted.

Once your application is complete, please allow the Press Office 5 business days to consider your request.

If you are approved for press accreditation, you will receive access to a range of accommodation at the special delegate rates. *Please note that it is only possible to book accommodation through our partners for registered and approved delegates.*

We strongly recommend you wait until press accreditation has been approved and confirmed before making travel and accommodation arrangements. All rooms booked are subject to the Spikes Asia **cancellation policy**.

Companion supplements are not applicable with journalist accreditations.

Attendance of previous Ascential Events Festivals events does not guarantee approval. Failure to adhere to the **Code of Conduct** may result in revoking of privileges at all future events.

The Festival organisers reserve the right to decline press accreditation.

A Press pass provides access to:

- Festival and Official Festival Events
- Press Centre in Festival Hall
- Dedicated Press Portal
- Shortlists and winners lists – **strictly under embargo**

Press Accreditation does NOT provide early access, assigned seating or any VIP privileges. Complimentary press passes are extended as a courtesy of Spikes Asia. Each pass is issued individually and is non-transferrable.

- Photographers need to contact the Press Centre to photograph the awards ceremonies.
- Filming is strictly forbidden during the awards ceremonies. Footage can be provided by the Festival to TV stations. For further information, as well as material and facilities available to journalists, please contact the [Press Office](#) or refer to the press kit available in September
- All material supplied by the Spikes Asia Press Office to journalists is strictly only to be used for Festival coverage.