



Press Pass Eligibility & Procedures



Bronner Bros. would like to thank all journalists with an interest in reporting about Bronner Bros.' International Hair Show. We will try to credential as many media companies as possible prior to the beginning of each show. Anyone who submits a request without providing all information listed on the Press Pass Request forms, **and** acceptable credentials will **NOT** receive a response or press pass.

Eligibility

Requests for credentials will be considered from representatives of:

- National and international beauty trade publications
- Daily newspapers
- Recognized beauty websites or news internet sites which matches Bronner Bros.' media goals
- National radio and television networks and its local affiliates
- Local radio stations within the Southeast which matches Bronner Bros. media goals

Photo media ID for **each** journalist should be submitted when the Press Pass Request form is submitted. 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
- **ALL** freelance photographers and other freelance journalists **must** have their Assignment Editor submit a letter along with the Press Pass Request form

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 Bronner Bros.

On-site Procedures

After Press Pass request are approved, journalists will be contacted via email. Each journalist who has been approved for a press pass should go the Bronner Bros.' Press Room 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 is in the Georgia World Congress Center Executive Board Room which is next to the Starbucks inside the GWCC in building A.

A press pass allows entry into Bronner Bros.' International Hair Show on February 18-20, 2012.

- Exhibit Hall [Saturday – Monday]
- Free Educational Seminars / Classes [excludes classes that require a ticket]
- Competitions

Deadline

Please completed the form on the following page as soon as possible, and return it **no later than Friday, February 3, 2012**. All information requested on the form **must** be provided, including signatures. Journalists can scan the completed form and submit a **PDF** version via **email** to BBPressPass@ATT.net or complete the form and **mailed** to: Mamie Bell, Bronner Bros. at 2141 Powers Ferry Road, Marietta, GA 30067.

NOTE: JPEG and other graphic formats of the form should not be submitted - **only** a PDF version of the form.



Press Pass Request Form



Media Type: _____ Magazine _____ Television
 _____ Newspaper _____ Blog
 _____ Radio _____ Website [Online Pub.]
 _____ Other, Specify _____

Audience Size: _____ [Circulation, readers, listeners, viewers, average daily website hits]

Media Organization: _____

Media Organization's Website Address: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Request submitted by: _____ Email Address: _____

Reporter's Name: _____

Other Journalist Needing a Press Pass: _____ Title: _____

Type of Media ID [being submitted **with** this form] _____

What will the journalists try to accomplish? _____

If the journalists will interview anyone, give the person's name and company. _____

Signature: _____

PLEASE RETURN COMPLETED FORM BY **Friday, February 3, 2012** by: **Email:** BBPressPass@ATT.net • **Mail:** Mamie Bell, Bronner Bros. at 2141 Powers Ferry Road, Marietta, GA 30067

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.