

# HARDROCK SUMMIT DENVER

## Media Qualifications & Credentials

### Looking to attend the HardRock Summit as Press?

Press registration is open to trade and consumer media outlets and bloggers. Please note, all press registration requests are reviewed and subject to show management final approval.

### Who qualifies as press?

- Writer /Reporter /Editor
- Blogger /Infl uencer /Podcaster
- Publisher/CEO of Media Outlet
- Television/Radio Producer
- Photographer/Videographer

Press must be associated with media outlets publishing relevant coverage within 6 months of registration.

\*NOTE: Press qualification is subject to show management approval

### Who does not qualify?

Advertising sales representatives, marketing staff, promotion companies, social media, PR and advertising/branding/creative agencies do not qualify for press credentials. These representatives are welcome to attend but will need to register as a non-buyer.

### What press credentials are needed to qualify?

Acceptable credentials include a business card from a print, broadcast or media organization in an editorial position (with individual's name and title listed) AND one of the following:

- Byline of editorial credit from a recently published article specific to the jewelry, gem or mineral industries.
- A website showing a current by-lined article published in an approved media outlet within the past 12 months.
- Freelance writers and photographers must present a letter of assignment from an approved publication to be granted a press badge. Freelance writers or columnists not on an assignment must provide a copy of an industry-relevant by-lined article, published within the past 12 months in an approved media outlet.
- Blogger/Influencer/Podcaster must have created new content within the past six months on topics related to the jewelry, gemstone or mineral industry. Blogs, podcasts and social profiles will be evaluated on a case-by-case basis based on traffic, content relevance and quality, engagement on social media channels, frequency of posts, etc.