



NSBA Photography, Videography and Media Policy

This NSBA Photography, Videography and Media Policy ("Policy") applies to the NSBA World Championship Show, Breeders Championship Futurity and Show Your Colors.

Visitor Policy

Other than provided in this Policy, NSBA prohibits competitors, spectators and visitors at the Championship Shows from taking photography or videography footage intended for commercial distribution and use through publications, websites, social networking sites, or any other similar media. Any such prohibited use is expressly forbidden without prior written consent from show management. For purposes of this Policy, "photography or videography footage" includes footage of subjects on Championship Show grounds including but not limited to footage taken in competition arenas, warm-up pens, barns or stalls.

Unless approved in writing by show management, professional photography equipment, cameras with lenses longer than 4 inches and camera support pods or video cameras of any size mounted on a tripod are not permitted under any circumstances except by credentialed media.

The Championship Show's official photographer, videographer and *The Way To Go* magazine are the only parties permitted to provide others with competition photos or videos. Anyone, other than credentialed official sources, who provides or intends to use photos or video footage in violation of this Policy can be ejected from the event and/or indefinitely banned from World Championship Show venue and NSBA approved shows.

Media and Freelance Policy

Media credentials may be issued to journalists/photographers/videographers on assignment by recognized magazines, newspapers, websites, television and radio networks, publications, local television and radio stations, and other approved media outlets.

Requests for credentials must be made via the Credential Request Application form on the NSBA website, or in writing on company letterhead by the general manager, editor, news director or sports director, and must include the names and titles of those needing credentials. If a request is made in writing on company letterhead, NSBA must subsequently receive a completed Credential Request Application verifying agreement to comply with this Policy.

Approved media are limited to taking photos and videos in warm-up pens or walking the grounds. Please do not disturb exhibitors who are preparing to show. Additionally, all media must remain outside of all show pens and clear of the entrance and exit gates. NSBA staff and Cody Parmenter Photography will have the exclusive right to photograph into the arena and represent the event. Approved media shall not offer any photo sessions (paid or unpaid).

Due to deadlines, *The Way To Go* Magazine has exclusive rights to the first interview with NSBA World Championship Show World Champions and Breeders Championship Futurity Champions – please respect their priority. NSBA staff and Cody Parmenter Photography will have a designated area outside of each show arena. All other credentialed media will remain outside of these confines.

By signing the Credential Request Application, you also agree to not contact any of the above mentioned Champions until after the Champion horse is drug tested (if applicable), photographed by the official show photographer and interviewed by *The Way To Go* magazine. Further, if a horse is to be drug tested (regardless of whether it is a Champion) you agree not to conduct an interview of the exhibitor until the horse is tested.



Journalists/photographers/videographers requesting media credentials are required to hold a \$1,000,000 Certificate of Liability insurance with NSBA listed as the certificate holder. Proof of insurance is required. Media passes will not be issued prior to receipt of certificate of insurance.

Logoed photos are strictly forbidden, unless the logo represents the media outlet. Shooting images and placing a photographer's logo on any images taken at a Championship Show, other than by the NSBA official photographer or the *The Way To Go* magazine is strictly forbidden.

Photographers will not be allowed to take photos of multiple exhibitors in a prelims or finals class. Photos can only be taken if credential application is approved by NSBA. Media and freelancers can request specific photos by emailing nbarnes@nsba.com or requesting editorial images from Cody Parmenter Photography.

Requests from individuals not employed by an accredited media outlet will not be considered. Freelance journalists must provide proof of assignment from a well-established and approved outlet to be considered for accreditation. If credentials are granted, he/she also must confirm that the images taken will only be used for that specific publication and for that specific story. Freelance writers can only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.

Websites (including social media outlets) will only be considered if they cover the NSBA on a regular basis and are consistently updated with news and features, or are local or tourism-based sites for the area in which the event is hosted.

Credentials, if granted by show management, must be worn prominently and at all times while at the event. Media **MUST** act professionally at all times and follow all instructions given by event staff or run the risk of being removed from the event grounds. Violation of the above can be grounds for immediate removal from the event premises and/or an indefinite ban from future events – including competition at NSBA approved events.

Periodical and Brochure Distribution Policy

NSBA prohibits the distribution of magazines, periodicals or brochures at the Tulsa Expo Square during the NSBA World Championship Show, Breeders Championship Futurity and AQHA Show Your Colors event unless they are an official communication tool for one of our corporate, affiliate or alliance sponsors/partners. In addition, a World Show sponsor at a level of Gold or higher may be granted distribution rights at the discretion of show management.

Distribution of magazines, periodicals or brochures without express written consent from show management is expressly forbidden. Distribution fees may apply. NSBA may request a copy of the magazine or brochure prior to granting permission.

By signing the application for credentials, media and freelancers agree to the terms contained herein.

All applicants must be 21 years of age or older. Certain exceptions may apply. Please inquire. NSBA reserves the right in its sole discretion to deny any media credential or periodical distribution request.



Application for Credentials

Name: _____

Company: _____

Name of Publication: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Cell: _____

Email: _____

Where your work will appear:

Media Type: Print Publication _____ Photography _____ Online Magazine _____

I have read the NSBA media policy and agree to comply:

Signature Date

All applications must be on file prior to admittance for media purpose. Media badge must be worn while on grounds as representative of media during the NSBA World Championship Show, Breeders Championship Futurity and Show Your Colors. Media passes may be obtained at the show office by completing this form and returning to the show office upon check in.

For Inquiries:
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