

**HOW TO APPLY FOR A PRESS CREDENTIAL**

1. Complete the Press Credential Application and FAX to 818-593-5020.
2. Attach a business card that includes your name, editorial title, and company name.
3. All outlets must provide their circulation, viewership or monthly unique visitor statistics with supporting documentation.
4. Print/online publications must submit a recent masthead and/or bylined article.
5. All online outlets must submit a detailed statistical report from www.alexa.com including three month traffic ranking, site stats and traffic history graphs for reach, rank and page views.
6. To photograph the show, you must submit a separate photographer credential application.

**NOTE:**

- Applications submitted without all required information will not be processed.
- Consumer outlets may NOT register more than four editorial contacts (fashion trade outlets are exempt).
- One form per attendee.
- This form is intended for editorial media only; ad sales, marketing, public relations, publishing and promotions must use non-retail application.

**Complete application information and rules/regulations on following page.**

**PLEASE PRINT** (All applicants must use legal names)

Company Name: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Company Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Direct Phone: \_\_\_\_\_ Direct Fax: \_\_\_\_\_

**HOW TO SUBMIT APPLICATION**

**MAIL** your completed application and supporting materials to:  
 MAGIC Marketplace  
 ATTN: Press Applications  
 6200 Canoga Ave., 2nd Fl  
 Woodland Hills, CA 91367  
**FAX** your complete application with all required information to: 818.593.5020

MA09-10

**1. JOB TITLE/PRIMARY RESPONSIBILITY** (check one box only)

- |   |  |                                 |
|---|--|---------------------------------|
| <input type="checkbox"/> Accessories Editor               | <input type="checkbox"/> Producer  | <input type="checkbox"/> Writer |
| <input type="checkbox"/> Editor                           | <input type="checkbox"/> Reporter  |                                 |
| <input type="checkbox"/> Editorial Fashion/Style Director | <input type="checkbox"/> Stylist (Freelancers must show recently published credit) |                                 |

**2. WHICH BEST DESCRIBES YOUR MEDIA OUTLET?** (check one box only)    A.  Trade    B.  Consumer

**3. TYPE OF MEDIA** (check one box only)

- |                                       |  |                                      |   |
|---------------------------------------|--|--------------------------------------|---|
| A. <input type="checkbox"/> Magazine  | C. <input type="checkbox"/> TV (National/Regional) | E. <input type="checkbox"/> Internet | G. <input type="checkbox"/> Newswire                |
| B. <input type="checkbox"/> Newspaper | D. <input type="checkbox"/> TV (Cable)             | F. <input type="checkbox"/> Radio    | H. <input type="checkbox"/> Trend Letter/Newsletter |

**4. WHAT MARKET(S) DO YOU COVER?** (mark all that apply)

- |  |   |  |  |
|--|---|--|--|
| A. <input type="checkbox"/> Active/Sports Apparel    | G. <input type="checkbox"/> Men's Accessories/<br>Grooming      | L. <input type="checkbox"/> Swim/Resort          | Q. <input type="checkbox"/> Young Men's/Streetwear/<br>Contemporary Streetwear |
| B. <input type="checkbox"/> Better, Bridge & Updated | H. <input type="checkbox"/> Men's Contemporary                  | M. <input type="checkbox"/> Women's Accessories  | R. <input type="checkbox"/> Intimate Apparel/<br>Loungewear                    |
| C. <input type="checkbox"/> Children's Footwear      | I. <input type="checkbox"/> Men's Footwear                      | N. <input type="checkbox"/> Women's Contemporary |  |
| D. <input type="checkbox"/> Fabric/Trim              | J. <input type="checkbox"/> Men's Outerwear                     | O. <input type="checkbox"/> Women's Footwear     |  |
| E. <input type="checkbox"/> Juniors                  | K. <input type="checkbox"/> Men's Tailored/Suiting/<br>Designer | P. <input type="checkbox"/> Women's Outerwear    |  |
| F. <input type="checkbox"/> Licensed Product         |   |  |  |

For Office Use  
 Date: \_\_\_\_\_ Approved by: \_\_\_\_\_

## Press Credential Rules & Regulations

1. Submitting this application does not automatically qualify you for a press credential.
2. A history of prior attendance to previous shows does not guarantee approval or waive any aforementioned requirements.
3. Misrepresentation of position and/or publication/news organization will bar you and your organization from all future Advanstar Communications events.
4. Advanstar Communications reserves the right to modify this policy without public notices and may deny any applicant a press credential.
5. To photograph the show, you must submit a separate photographer credential application.

6. Press credentials are reserved for working members of the media only. Employees of media outlets who do not work in an editorial capacity are not qualified for a press credential.

### Press credentials will not be granted to:

- Publishers and associate publishers and any advertising personnel, including directors, managers and account executives.
- Administration, presidents, vice presidents, general managers, managers, marketing managers, marketing representatives, public relations, promotions, accounting, graphic designers, or engineers.
- Editors of "in-house" newsletters or personal web logs (blogs).
- Anyone whose principal purpose for attending MAGIC is, in our judgment, for reasons other than generating news coverage of the event or its participants.

## Outlet Verification

All credential applications will be verified through a national media database (Vocus/Cision). If your outlet does not appear in the database, you will be required to submit the information detailed below to qualify for a press credential.

**Print Outlets** must provide a recently published copy of the publication with press credential applicant listed in the masthead or in the byline for an article. The publication must have a verified circulation greater than 1,000.

**Web Publications** must submit proof of an existing secure site with verified/audited unique visitors and/or subscriber numbers and relevant editorial content as well as a masthead or bylined article. The web publication must be a previously established, independent site that is regularly updated with original and current news. Authors of personal web logs (blogs) do not qualify for press credentials. **All online outlets must submit a detailed statistical report from [www.alexa.com](http://www.alexa.com), including three month traffic ranking, site stats and traffic history graphs for reach, rank and page views.**

**Broadcast Outlets** (including internet TV shows) must pre-register to obtain a press credential (onsite registration is not permitted).

**Radio** must have a current web site with an online broadcast available or acceptable recorded programming with station identification (onsite registration not permitted).

### Freelance writers, photographers and video production

**companies** must be on assignment for a legitimate news organization and are required to show a previously published/aired byline in addition to a letter from an editor or producer stating that they are on assignment for an industry-related publication/outlet..

### Editorial/Non-Editorial status

Any applicant working in both editorial and non-editorial capacities for a media outlet (i.e., publishing, ad sales, public relations, marketing or promotions) is not eligible for a press credential. If documentation is provided to support this designation, a media guest badge will be issued.

## MAGIC MARKETPLACE

Each February and August, the fashion apparel industry converges on Las Vegas for the most influential event in the business – the MAGIC Marketplace.

MAGIC connects a global audience of serious buyers and sellers of men's, women's and children's apparel and accessories. Thousands of retailers spanning single store specialty boutiques to mass market domestic and international chains come to the MAGIC Marketplace to access more than 4,500 manufacturers showcasing thousands of brands and private label resources. MAGIC International is the industry leader in the business of fashion.

MAGIC International invites qualified working journalists from consumer and trade news organizations to submit a registration request for a complimentary media badge that provides:

- Exhibit floor access for the MAGIC Marketplace, which includes MAGIC, WWDMAGIC, MAGIC kids, Sourcing at MAGIC and POOL.
- Use of the Media Center - Room N255, Second Floor, Las Vegas Convention Center (LVCC)
- Access to all seminars

**Please note that this credential is not valid for PROJECT. You must register separately at [www.projectshow.com](http://www.projectshow.com).**

## POOLTRADESHOW

**POOLTRADESHOW** is the leading art and design driven fashion tradeshow for emerging brands. POOL is where the visionaries of retail come to scout hot new items designed specifically for the boutique market. From emerging designers to the world's best graphic artists, POOL is where art and design meet and shape the trends.

**POOLTRADESHOW** earns its industry reputation as a launching pad for emerging art and design driven brands that quickly become industry household names.

### POOL FACTS:

**POOLTRADESHOW** is the original independent tradeshow, established in 2001 for the boutique market and leading retailers world-wide

**POOLTRADESHOW** is hosted bi-annually every February and August in Las Vegas in conjunction with MAGIC Marketplace

**POOLTRADESHOW** is a community of art and design driven brands creating industry connections for creative visionaries

**POOLTRADESHOW** carefully curates each show, balancing fresh talent with established brands. Each POOL brand is pre-screened to provide a well-rounded representation of items that will keep the boutique and lifestyle market at the pulse of emerging trends.

**POOLTRADESHOW** features collections that range from women's and men's apparel, shoes and accessories, and includes a variety of lifestyle products — from art, to music, to home

**POOLTRADESHOW** offers a distinct intimate environment that is conducive to doing business, with a non-intimidating ambiance allowing POOL's 300-500 brands the opportunity to stand out and develop their brand.

**POOLTRADESHOW** allows buyers and brands to stay connected year-round at [www.pooltradeshow.com](http://www.pooltradeshow.com)

## PHOTOGRAPHER CREDENTIAL

**THIS APPLICATION MUST BE COMPLETED BY ANY INDIVIDUAL THAT WISHES TO PHOTOGRAPH OR FILM ANY ASPECT OF THE MAGIC MARKETPLACE.**

### HOW TO APPLY:

1. Complete the Photographer Credential Application and FAX to 818-593-5020.
2. Attach a business card that includes your name, title and company name.
3. All applicants must submit a letter of assignment from the affiliated media outlet.

### NOTE:

- Applications submitted without all required information will not be processed.
- Any additional crew members must submit individual applications.
- One form per applicant.
- This form is intended for photographers and video crews only.

### Complete Application form and review Rules/Regulations:

**PLEASE PRINT** (All applicants must use legal names)

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_

Company Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Direct Phone: \_\_\_\_\_ Direct Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Anticipated Run Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Attach business card here**

Card must include your name, title and company name.

### HOW TO SUBMIT APPLICATION

**MAIL** your completed application and supporting materials to:

MAGIC Marketplace  
ATTN: Press Applications  
6200 Canoga Ave., 2nd Fl  
Woodland Hills, CA 91367

**FAX** your complete application with all required information to: 818.593.5020

MA09-10

### By signing this form, you agree to abide by the following Rules/Regulations concerning photography:

1. You may not interrupt business for the purpose of photography.
2. All photographs may only be used for editorial purposes.
3. You may not solicit for sales of photographs.

**1. JOB TITLE/PRIMARY RESPONSIBILITY?** \_\_\_\_\_

**2. WHICH BEST DESCRIBES YOUR MEDIA OUTLET?** (check one box only) A.  Trade B.  Consumer

**3. TYPE OF MEDIA** (check one box only)

- A.  Magazine C.  TV (National/Regional) E.  Internet G.  Newswire  
B.  Newspaper D.  TV (Cable) F.  Radio H.  Trend Letter/Newsletter

**4. WHAT MARKET(S) DO YOU COVER?** (mark all that apply)

- A.  Active/Sports Apparel G.  Men's Accessories/  
Grooming L.  Swim/Resort Q.  Young Men's/Streetwear/  
Contemporary Streetwear  
B.  Better, Bridge & Updated M.  Women's Accessories R.  Intimate Apparel/  
Loungewear  
C.  Children's Footwear H.  Men's Contemporary N.  Women's Contemporary  
D.  Fabric/Trim I.  Men's Footwear O.  Women's Footwear  
E.  Juniors J.  Men's Outerwear P.  Women's Outerwear  
F.  Licensed Product K.  Men's Tailored/Suiting/  
Designer

For Office Use

Date: \_\_\_\_\_ Approved by: \_\_\_\_\_