



## Accreditation Terms and Conditions

### 1. QUALIFICATIONS

Media accreditation for the **adidas Grand Prix** on **June 11, 2011**, will be provided to the following:

1. Working Press: Individuals who are in the business of newsgathering as their primary source of revenue. Members of the working press are defined as those who are full-time, paid employees or representatives of known and established media organizations, including newspapers, magazines, wire services, television stations, radio stations, and web sites. Membership in a writers' or broadcasters' association does not automatically qualify an agency or individual for accreditation.
2. Freelance Media: Journalists, photographers, videographers, or Internet reporters who are on a specific assignment from a known and established media organization.

Media accreditation is not intended for those who sell photographs, footage, or images. Accreditation will not be issued to those involved in commercial ventures unless written consent and specific approval is obtained in advance from Global Athletics & Marketing ("GA&M"), which owns and operates the adidas Grand Prix.

### 2. APPLICATION DEADLINE

All applicants must complete the online accreditation form and requested supplementary documentation (if applicable) by the established deadlines. A photograph that clearly and faithfully reproduces the applicant's image is required for an application to be considered complete. GA&M cannot guarantee that incomplete applications or those submitted after the deadline will be considered for accreditation approval. Waiving of deadlines is solely at the discretion of GA&M. The decision to do so will be based in part on the circulation or viewership of the media outlet, the relationship between the outlet and GA&M, and the intent of the coverage.

### 3. APPROVAL PROCESS

Media representatives will receive notification of accreditation approval solely via e-mail. Receipt of accreditation in prior years or to other Diamond League meetings does not guarantee accreditation for this event.

GA&M will use the following criteria to determine priority when issuing accreditation:

1. International agencies (AP, AFP, Reuters)
2. National daily print, Internet, and broadcast outlets
3. Sport-specific print, Internet, and broadcast outlets
4. Weekly print, Internet, and broadcast outlets, and trade publications
5. Other newspapers, magazines, and specialty publications

Special consideration will be given to media outlets based on circulation (particularly those with a large circulation or national audience) and a specific hometown or local connection to the event.

### 4. ACCREDITATION USAGE

Assigned accreditation and bibs for the event are non-transferable and may not be duplicated or reproduced in any manner. They may not be given or loaned to another person. Accreditation must be worn at all times and must be in the possession of the person named on the application.

No personal cameras—including but not limited to still cameras, video cameras, digital, film or video tape medium, or any other recording process or medium developed in the future—will be permitted in any of the media work spaces or areas where media accreditation provides access. Use of cell phone cameras to capture images of the event or professional athletes is considered an infringement of ownership. GA&M reserves the right to revoke accreditation or bibs for unprofessional behavior or conduct.

## 5. ACCREDITATION ACCESS

Access to media work areas is restricted to accredited journalists and photographers covering the event. Besides media staff members and event staff, only athletes and coaches participating in news conferences, interviews, or media teleconference calls are allowed in media work zones.

In some instances, GA&M will allow non-journalists and non-athletes access to these areas. Those who require a special one-time pass include: non-media volunteers, sponsors, race and city officials, and managers. Those who fit within these categories should arrange in advance to receive passes from the GA&M media staff. Note: Passes are not accreditation and, thus, will not give a person access to restricted areas. Non-media should contact the appropriate GA&M contact to obtain official event accreditation.

## 6. GENERAL COVERAGE POLICIES

Accredited photographers and broadcast outlets that wish to cover the event will observe the following:

1. Be on assignment from a recognized organization and use professional equipment.
2. Adhere to all of the instructions outlined when accreditation is approved and later distributed during check-in. It is the accredited media's responsibility to be familiar with these instructions.
3. Only use images or footage taken at the event, including those of athletes competing, for editorial purposes or for purposes outlined and documented in pre-race agreements.
4. Follow the guidelines and restrictions in accordance with the rights holding broadcaster. GA&M will determine the exact restrictions and communicate them in advance of the event to accredited non-rights holding broadcasters.
5. Respect and comply with any directions or restrictions from GA&M location managers, production associates, or security personnel, including but not limited to restrictions that were not listed on accreditation instructions or enumerated in previous briefings or conversations. Their instructions are not subject to negotiation, appeal, or arbitration.

Accredited media who fail to adhere to the above guidelines will have their accreditation confiscated and will run the risk of losing privileges to cover GA&M events in the future.

## 6. PHOTOGRAPHERS

As a condition of accreditation, images and footage may not be sold to third parties, including but not limited to companies, organizations, or individuals. All photographs taken at the event are solely for use by the organization for which an individual is accredited, unless both GA&M and the outlet for which he/she is accredited otherwise give him/her written consent.

The use of such photographs for advertising or any other commercial or merchandising purposes, such as books, posters, cards or in any medium or manner whatsoever without prior written consent of GA&M is prohibited. Additionally, the use of such photographs for publication or materials other than by the approved media outlet listed on the accreditation is not allowed without permission from GA&M and the assignment editor.