



## **2022 IRHA/IRHBA/NRHA ITALIAN FUTURITY PHOTO & MEDIA GUIDELINES**

Media credentials may be issued, at IRHA/IRHBA/NRHA Futurity press office management's sole discretion, to journalists on assignment by recognized and well-established magazines, newspapers, news services, publications, television and radio networks, local television and radio stations, Internet sites, agencies representing recognized farms and ranches, and other approved media outlets.

Internet sites will only be considered if they cover reining on a regular basis and are consistently updated with news and features, or are local or tourism-based sites for area in which the event is hosted. Websites must be free from profanity and offensive language, and represent the reining horse industry positively.

Freelance journalists must provide proof of assignment from a well-established and approved outlet to be considered for accreditation. If photographer 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 may only receive a credential based on the publications they are representing and on a preapproved story concept with a credible outlet.

Approved media outlets must check in at the media room upon their arrival and prior to capturing any material to receive their credentials and media packet from the IRHA/IRHBA/NRHA Futurity Press Office.

All approved media are subject to the guidelines found under the visitor/member, photography, and videography section.

### **Requirements for Social Media Photographer Credentials**

- Must have an established business with Tax ID.

### **Approved Locations:**

Because the many areas of the IRHA/IRHBA/NRHA Futurity are open to the public every day. All photography and videography must be conducted without disruption to event operations or limitations to accessibility of exhibitions, stairwells, entrances/exits, high traffic areas or other locations of interest to event visitors.

If credentials are granted, members of the media may photograph or video within designated areas of the facility for the purpose of news coverage

associated with the IRHA/IRHBA/NRHA Futurity.

Arena Floor and Win Pictures – only the IRHA/IRHBA/NRHA Futurity Official event photographer, and approved media will be allowed to enter the arena floor to take photos in the Coliseum.

### **Visitor/Member Guidelines:**

IRHA prohibits the use of any still photography and/or videography for commercial sale or commercial distribution through websites, social networking sites or any other media. Without prior written consent from show management, is expressly forbidden.

Owners, members, fans, and media may use "point-and-shoot" cameras. Any equipment deemed professional photography equipment by show management is strictly forbidden. This includes but is not limited to: DSLR cameras, lenses longer than 4 inches, and/or camera support pods or tripods or video cameras of any size mounted to a support device.

Flash photography or video cameras with lighting is strictly forbidden unless prior written consent is given by show management.

### **Photography Guidelines:**

Hiring a third party to photograph, whether for free or for remuneration is strictly forbidden, except for accredited media.

### **Videography Guidelines:**

**NO VIDEOING ALLOWED WITHOUT CREDENTIALS!**

For videography credentials, submit a letter, written on company letterhead, stating the intent of the project and timeline, in addition to supplying all information required in the application.

Content creators for websites and/or social media outlets will only receive credentials if they regularly cover IRHA events, provide regular news updates, or represent a local tourism-based outlet in which the IRHA event is taking place.

### **Please email Media Accreditation Requests:**

IRHA/IRHBA/NRHA Futurity Press Office:  
Simona Diale / International Horse Press  
internationalhorsepress@gmail.com  
+39 340 53 54 629



## Application for Credentials

Credentials Requested (Please check all that apply):

- ☐ Media    ☐ Videographer    ☐ Photographer    ☐ Television  
☐ Photographer with Flash    ☐ Other

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

Title: \_\_\_\_\_

Publication/Media Outlet Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address (if applicable): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Mobile Number: \_\_\_\_\_

Professional Media Association Membership Number: \_\_\_\_\_

Please state where and when your work will appear: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

***I have read all photography and video guidelines and agree to comply.***

Printed name: \_\_\_\_\_

**Please return to IRHA/IRHBA/NRHA Futurity Media Contact:**

*Simona Diale*

*internationalhorsepress@gmail.com*