



ISTAT Press Credential Policy/Media Guidelines

ISTAT Media Package includes:

- One media badge (must adhere to policies outlined below)
- Premiere, reserved seating with bottled water
- Publication distribution in high traffic area
- Listing on signage
- One push notification via ISTAT mobile app
- One social media promotion for publication post event featuring an article written from the event
- Pre- or post-event interview with member of ISTAT board of directors or event committee
- As available, by event:
 - Media room with coffee
 - Power outlets
- NOTE: any additional badges must be secured at normal attendee rate

COST: Early-Bird rate of the requested event, no matter the time of registration.

To qualify for the media package, you must be an editor, reporter or writer that is currently employed or contracted by a publication or news organization. Account representatives, sales executives, book authors and/or businesses that have a newsletter or column on their website DO NOT meet the criteria for this media package.

Previous press attendees that are currently (within the last six months) covering editorial in the aerospace industry will qualify. New media must fall under one of the following:

Business and Trade Publications/News Wire Services - Reporters and editors from magazines, newspapers, trade publications and wire services must provide a business card and a current masthead that includes their name. Contributing editors and reporters must verify they have been retained to cover an ISTAT event by presenting an original letter of assignment.

Television and Radio - Broadcast reporters and producers from news organizations must provide a business card and an original letter of assignment.

Freelance Writers - Freelance writers must provide at least one bylined article published within the last six months and must verify they have been retained by a publication to cover the ISTAT event by presenting an original letter of assignment. Those who freelance occasionally and are employed by non-news organizations are not eligible for press registration.

Online Publications - Reporters from online publications must provide a business card and at least two bylined articles from their website. The site must contain editorial content and cover the aerospace industry. Personal webpages will not be accepted. A member or non-member firm that has an editorial column on their website does NOT qualify for this media package. The online publication must have a full-time editor, publish on a regular basis and not be involved in the sale of a product or service to the aviation industry.

Referencing the Event

All references to content delivered as a part of the official program at the event must be referenced as such (e.g. "...was presented at ISTAT Americas 2017, an annual event of the International Society of Transport Aircraft Trading, 5-7 March.") If the content is not presented as part of the official program, it should be referenced as being presented in conjunction with the event (e.g. ISTAT Americas).

Media Access

Registered media are required to wear their badges at all times while on site. Entry into sessions requires a badge. All sessions and events are open to the media.

Photographing and Video/Audio Recording

The use of cameras, video and/or audio recording equipment is strictly prohibited within all sessions, without the express written consent of ISTAT and permission from the presenter. Unauthorized use of photography, video or audio equipment may result in the confiscation of the equipment or the individual may be asked to leave. Please contact Crystal Ligda at cligda@istat.org to request permission.

ISTAT reserves the right, at its sole discretion, to deny admission to any company and/or representative who fails to adhere to these policies or who misuses his or her media privileges to engage in activities other than journalistic pursuits.

ISTAT media inquiries should be directed to:

Crystal Ligda
+1.312.673.5703
cligda@istat.org

Press are encouraged to provide copies/links to written materials post-event to Crystal Ligda (information above). This will aid in a more speedy review of requests for future event participation.