MEDIA CREDENTIALS &GUIDELINES

All requests must be accompanied by full and complete media credentials as listed below.

www.realworldlinux.com

Please print and fill in the form on page 2. Fax it back to (905) 695 0398 with the requirements for your press category.

Your press credentials will be confirmed via email and your press kit and badge will held for you at the show on site press registration desk. Please bring personal identification when picking up authorized press passes. Your authorized press pass permits you to access the conference program, the trade show keynotes and visionaries and the press room. We are pleased to assist you with interviews, please contact the show publicist Stephanie Cole to make arrangements.

MEDIA CATEGORIES

Editorial representatives

Please provide a minimum of one of the following press credentials
- **A)** A business card with your name and title from an industry publication
- **B)** The masthead page of a current industry publication with your name listed
- **C)** A copy of a current by-lined article

Freelance writers

Please provide:
A letter from the editor of an industry trade publication stating your assignment is to cover RWL 04 for that publication.

Electronic media representatives web site editors etc

Please provide:
Printed proof of the site demonstrating relevant content to Linux and Open Source
Proof that the site has subscribers that are qualified and the site is secure.

Videographer Reporters, & News magazine Producers from **recognized broadcast** media.

Please provide:
Business card with your name and title from a recognized broadcast media organization

Press members with press cards from recognized news services with current, full membership status .

Please provide:
A photocopy of your press card.

The following **DO NOT** qualify for press badges however, registration for the trade show and keynotes is **free** when you register on line as a visitor before April 12, 2004
Art directors
Public Relations representatives
Advertising Sales representatives
Marketing representatives
Freelance photographers/videographers
Promotions representatives
Editors/ writers of in house newsletters; College/University publications and Association newsletters.

Please contact Stephanie Cole Show Publicist, in advance to answer questions about credentials or to arrange to interview any of the presenters. scole@realworldlinux.com 905 695 0123 x 210.

PRESS/MEDIA REGISTRATION FORM

Please use one form per person. Please print the information clearly.
Registration must be received by fax by April 11. After April 11, please bring your credentials with personal identification to the on site press registration desk.
Metro Toronto Convention Centre North Building 255 Front Street West Toronto

NAME

_____

TITLE

_____

NAME OF PUBLICATION or MEDIA ORGANIZATION

_____

PHONE_____**FAX**_____

EMAIL _____

MEDIA CATEGORY (Check one only)
☐ **Editorial representatives**
I have provided one of the following press credentials: **Please check**
    ☐ A business card with my name and title from an industry publication and personal identification
    ☐ The masthead page of a current industry publication with my name listed
    ☐ A copy of a current by-lined article
☐ **Freelance writers**
I have provided:
    ☐ A letter from the editor of an industry trade publication stating that I am covering RWL 04 for that publication.
☐ **Electronic media representatives web site editors** etc.
I have provided:
    ☐ Printed proof of the site demonstrating relevant content to Linux and Open Source
    ☐ Proof that the site has subscribers that are qualified and the site is secure.
☐ **Videographer Reporters, & news magazine producers** from a **recognized broadcast** media organization.
I have provided:
    ☐ Business card with my name and title from a recognized broadcast media organization
☐ **Registered Press with press cards** from recognized news services with current, full membership status are accepted.
I have provided: ☐ A photocopy with my registration.

PLEASE FAX BACK TO RWL04 905 695 0398
Show Publicist
STEPHANIE COLE   scole@realworldlinux.com   Phone (905) 695 0123 x 210

www.realworldlinux.com