



Press Guidelines & Application

MEDIA PROFESSIONALS

Professional media credentials are issued by 100X Shows to media professionals on assignment by recognized and well-established magazines, newspapers, television and radio networks and stations, and other approved media sources. Accredited media professionals are welcome to photograph and video at the 100X Shows for established publications for editorial content only.

- During events, media professionals will be allowed access to the arena and adjacent area for interviews and photos.
 - Press officer will be available to gather athletes for interviews on an as-needed basis as they come out of the arena.

Approved Locations/Arena Access:

- There will be designated areas/photo pens for photography for all accredited press and social media representatives in the Arena.
 - Information about photo pens will be provided at the media center upon check in.
- Photos will be allowed from the seating and end areas in Arenas but not in the gate area.

Use of photos and videos:

- Photos may be used for editorial content online and print publications for named media.
- Photos may **NOT** be given or sold to any entity that is not a well-established media source.
 - For accredited press, video clips on social media channels must be at most 30 seconds in length and not include more than 15 continuous seconds of a run.

Dual Shooting for Private Clients

If a photographer or videographer is also on assignment to shoot private client content, they must adhere to all [private photographer guidelines and regulations](#).

By being granted the privilege of taking photos at 100X Shows, I agree that any social media posts I make will positively portray 100X Shows and the sport of reining. I also agree to abide by the guidelines listed within this document. I understand that if I do not do so, I will lose the privilege of taking photographs at this and future 100X Shows-produced events, or using any photos taken prior to losing privileges.

>> FILL OUT APPLICATION HERE <<