

ADFEST 2020 PRESS PROTOCOL



ADFEST greatly appreciates your understanding and cooperation in agreeing to our terms as below:

1. Complimentary Press Passes are provided strictly for publication team members with evidence of at least six months experience with the publication. These may include editors, journalists, reporters, photographers, broadcasters, publishers.

Other professionals that require press access must register as a delegate but may request press privileges to access all press functions, including editors or publishers of agency magazines, advertising, marketing, sales or PR personnel, researchers, analysts, agency or client staff etc.

2. Register early for your Press Pass! We are unable to issue additional Press Festival Kit at the Festival. Non-registered media will have to purchase a pass on site.

3. Please wear your Press Festival Badge. We take our security seriously and must therefore ask you to remember to wear your Press Festival Badge visibly at all times. This allows you access to the exclusive press facilities, all speaker sessions and delegate lunches. You will also be allowed access to the parties, including the Networking Party, Welcome Party, Award Presentations, and the After Party. You will not be permitted access to the Festival Venue, Press Centre and any other functions without your Press Festival Badge, even if you are accredited.

4. Announcements of ADFEST Lotus Award Winners will be provided as a privilege for press. In return, we ask that you respect our embargo times to ensure that news of award winners is not released to delegates or the public. Information must not be published or shared before the stated embargo expiry time, either verbally or in writing through any channel, including digital and social media.

5. We ask that you do not record, distribute live or share the Speaker Sessions directly, as some of speakers may not grant ADFEST permission to share their presentations. We will provide you with press privileges to access online sessions after the festival.

6. The ADFEST Press Center promises to provide all press comfort and convenience. Facilities include computer access and printers as well as a quiet working area. Computer access to the internet and laptop is free for press representatives at the Press Center. Refreshments will be served at the Press Center during breaks in the agenda, served with our compliments.

The Press Centre is for accredited press representatives only. Agency PR, Communications Personnel and Personal Assistants are not allowed to enter the Press Centre unless they request and are granted press privileges from the ADFEST PR team.

7. All accredited press representatives are expected to behave in a professional manner at all times in the Press Centre and across the Festival venues and to respect our staff, who are there to help and make your visit with us as enjoyable and smooth as possible. We would not expect or tolerate any instances of antisocial or threatening behavior, including rudeness or aggression towards staff or anyone else associated with the Festival.

8. To arrange an interview with key juries or speakers, please download, complete the [interview request form](#) and send to PR@ADFEST.com. Interviews, particularly face-to-face interview, are subject to juries'/speakers' availabilities. We recommend email interviews if possible.



PHOTOGRAPHER'S PROTOCOL

1. Some workshops may not permit access to photographers. In these cases, ADFEST officials will inform you, and would greatly appreciate your understanding and cooperation.
2. During the Award Presentations, please also be mindful of the award recipients coming on stage as well as the seated delegates. While we understand and respect the importance of getting your photos, please remain in the area designated for the photographers and not block access to the stage or the view of the seated delegates.
3. Due to some speakers' copyrighted materials, please do not record the sessions or workshops.