

## Press Registration

Members of the press and media are welcome at ISH North America 2004 and can receive updated event information, story ideas, electronic artwork and graphics, and access to the Press Room during the show. You will also have access to on-site events and seminars (visit [www.ish-na.com](http://www.ish-na.com) for a complete listing). To register as press, please complete this form and fax to 416.756.4242 or mail to: ARsystems • 3420 Pharmacy Ave., Unit C • Toronto, ON • Canada M1W 2P7. In order to receive a press badge, you must provide the information specified below. All press badges must be picked up on-site.

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

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

Company: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Publication/Media URL: \_\_\_\_\_

Publication/Media Description: \_\_\_\_\_

To receive press credentials for ISH North America, items from the following lists are required based on your industry involvement:

### **PUBLICATION PERSONNEL:**

### **FREELANCE WRITERS:**

### **ELECTRONIC MEDIA:**

2 of the following items:

- A business card with your editorial title from an established publication
- A current editorial masthead that includes your name
- A copy of a current by-lined article

Both of the following items:

- An original letter of assignment or a copy of your contract from a publisher or news organization
- Two samples of by-lined articles published within the last six months

One of the following items:

- Proof of an existing website with relevant content
- Proof of a secure site

**The following individuals do not qualify for press badges: art directors, marketing representatives, promotions representatives, public relations representatives, freelance photographers and editors of in-house newsletters**

If you are unsure if your credentials meet those outlined above, please contact Natalie Pace, Marketing Manager, Messe Frankfurt, Inc. at:

**Phone:** 770.984.8016, x429 -OR- **E-mail:** [natalie.pace@usa.messefrankfurt.com](mailto:natalie.pace@usa.messefrankfurt.com)