

NPE2024

The Plastics Show

NPE2024 Media Qualifications for Credentialing

We are happy to invite accredited media personnel to participate in NPE2024: The Plastics Show. To ensure that exhibitors have access to media members who are actively covering the event, we request that working media personnel verify their roles. We have created some requirements for complimentary working media badges. If you do not fulfill these conditions but still want to attend, we invite you to register as an attendee.

Required information from all media

- First Name:
- Last Name:
- Job Title:
- Publication Name:
- Link to Publication (if applicable):
- Country:
- City:
- State/Province:
- Email:
- Primary Business Phone:
- Whether or not you've covered NPE in the past? If so, what years?
- Supervising Editor Name (if applicable):
- Supervising Editor Email (if applicable):

To qualify for working media credentials

1. The applicant must either cover the plastics industry and its vertical markets or be a mainstream business, technology reporter, or national/local broadcaster seeking to report on plastics industry news.
2. Only individuals from publications, industry news media or advertising sales who represent editorial staff are eligible.
 - The following representatives are welcome to attend the show. Still, **they must register as attendees**—producers, marketing staff, promotion companies, Social Media agencies, Public Relations agencies, Advertising/Branding agencies, casting directors, filmmakers, photographers for hire, spouses, and children.

3. Exceptions may be made for local media interested in covering the show. Local media are encouraged to email pr@npe.org for assistance with logistics.
4. Personal websites or personal travel blogs do not qualify for media credentials.
5. A history of being registered at previous events does not guarantee approval or waive the accreditation requirement. Travel to the show does not guarantee admittance.
6. The deadline to register online and receive pre-approval is **noon ET on Friday, May 3, 2024**. Following that date, all documentation must be presented on-site in the NPE2024 Media Office located in the Orange County Convention Center (OCCC), West Building, Level 3, Room W304A. On-site media registrants will be asked to provide the same criteria outlined below to qualify.

To register as media for NPE2024, please review the media categories listed below. Depending on the type of media you belong to, you must submit one or more credentials as specified under each category. All media registrations will be reviewed prior to being approved by NPE2024 show management.

- Only reporters, editors, and photographers/videographers (including registrants classified under Media Editorial or Media Publishing category) are eligible to receive media credentials.
- The Plastics Industry Association will cover the registration fees for reporters or editors at their discretion.
- Reporters and/or editors are responsible for their own travel and lodging.

Print Media (Newspapers, Magazines, Freelance and Contributing Writers, Photographers, etc.)

Please provide two (2) of the following acceptable credentials for review and consideration by NPE2024 show management.

- A scanned copy of the publication masthead with your name and title.
- A scanned copy or link to your editorial work that shows product coverage within the industry from the last three months.
- An original letter or email on the publication's letterhead from the assigning editor or news director with a specific coverage assignment for the show.

Online Media (News Websites and Blogs)

Online outlets must be previously established (fully launched and operational for at least six months, not beta), independent (not a corporate blog), and updated regularly with original and current plastics industry news. Communities, forums, newsletters, and user groups will not be considered eligible online media. In addition, Social Media pages (Facebook, Twitter, Instagram, etc.) will not be regarded as qualified online media.

Please provide two (2) of the following acceptable credentials for review and consideration by NPE2024 show management.

- About Page from website or blog listing you as an editorial contributor.
- An article or blog post published within the past three months with your byline.
- Provide site analytics showing at least 5,000 unique visits per month.

Broadcast Media (Reporters, Cameras/Videographers, etc.)

Please provide two (2) of the following acceptable credentials for review and consideration by NPE2024 show management.

- A business card from a major TV network reflecting your editorial role.
- A letter from the producer, news director, or assignment editor on station/network letterhead stating that you have been assigned to represent the organization in an editorial capacity.
- Photo ID from your media outlet.

YouTube Channels

The YouTube channel must cover plastics news (or related verticals). Please provide two (2) of the following acceptable credentials for review and consideration by NPE2024 show management.

- Links to your channel and/or videos with your face clearly present. If you are a producer, director, or part of the production team, please provide a link where you are credited within the video or on the channel page.
- Proof that you are a managerial representative for the said channel in the form of any of the following:
 - Channel creator to email pr@npe.org confirming management of channel.
 - Link to a website that proves the channel is part of your roster.
 - Contract or agreement (omitting sensitive information) showing you are the manager, agent, or representative of the YouTube channel.
- Provide channel analytics showing at least 1,000 unique viewers per month.

The selection process for YouTube channels will be based on content produced, which should include original and current (within the past three months) plastics industry news.

Podcasts

The podcast must cover plastics news (or related verticals). Please provide two (2) of the following acceptable credentials for review and consideration by NPE2024 show management.

- A letter from the producer on company/podcast letterhead stating that you have been assigned to cover NPE2024 in an editorial capacity. If you are the producer or part of the production team, please provide a link where you are credited.
- Links to your podcast on iTunes, YouTube, SoundCloud, or any other platform.
- Provide podcast analytics showing at least 1,000 unique listeners per month.

The selection process for podcasts will be based on content produced, which should include original and current (within the past three months) plastics industry news.

Industry and Financial Analysts

Please provide two (2) of the following acceptable credentials for review and consideration by NPE2024 show management.

- Plastics news (or related vertical) article, report, or bulletin published within the past three months with your byline.

- Plastics news (or related vertical) article, report, or bulletin published within the past three months, quoting you as an industry analyst.
- Cover of a market research report on the plastics industry (or related vertical) from the past three months listing you as a contributor.

Please Note the Following

- NPE2024 show management will approve one publisher per media outlet, but that publisher must provide the above credentials for review and consideration. If the publisher has no editorial role and cannot verify an editorial history, they will be welcomed to the show but must register as an attendee. Additional publishers from an outlet will need to register as attendees.

On-site Media Registration

If you choose to register on-site, please bring printed copies of the qualification criteria noted above.

The following on-site registrants will ***not*** be provided with media badges:

- Freelancers without a specific editorial assignment
- Photographers without a specific/written editorial assignment
- Blog writers/owners that do not provide the defined site analytics
 - Personal blogs/hobby blogs do not qualify as media
- Requests from those without the credentials criteria required, as detailed above
- People who applied online and were already denied credentials

Right of Refusal

NPE2024 show management reserves the right to deny media credentials at their sole discretion. Show management also reserves the right to modify media qualification criteria at any time. Misconduct or misrepresentation of position and/or publication/news organization will bar you and your organization from all future NPE events.

By registering for the show, you explicitly consent to receive telephone and email communications from NPE2024 and the Plastics Industry Association (PLASTICS) under 47 U.S.C. Code 227 and any other applicable regulations.

Travel to the show location does not guarantee admittance.

For questions related to obtaining media credentials, press kits, or other media-related issues, please email pr@npe.org.