



## ISPA Journalistic Code of Conduct and Ethics

**Oct. 16 - 18, 2017**  
**Mandalay Bay, Las Vegas, NV, USA**  
**attendISPA.com**

ISPA believes media attendance is a crucial component in the success of the ISPA Conference & Expo. We ask that any ISPA Conference & Expo delegates attending under press credentials adhere to the following guidelines.

In order to preserve the integrity of the ISPA Conference & Expo, the association reserves the right to disallow, from this and future ISPA events, any registered media who attempt to obtain advertising or subscriptions from any exhibitor or registrant, who are deliberately promoting the marketing objectives of a single company or institution, or who misuse press privileges to engage in activities other than journalistic pursuits.

If a registered press member is pursuing activities that contradict journalistic ethics and their main intention is not to cover the event, then the press delegate will pay an ISPA Conference & Expo resource partner sponsorship fee (\$5,000) or be removed from the ISPA Conference & Expo.

Two options are available for outlets wanting to promote their advertising and marketing opportunities. They may become a member of the association and purchase booth space within the Expo, or they may take advantage of sponsorship opportunities available to press outlets.

I, \_\_\_\_\_, understand and agree to the above.  
(Print Name)

X \_\_\_\_\_ (Signature) \_\_\_\_\_ (Date)

To apply for a press credential, in addition to this document, submit the following documents:

- Press registration form
- Letter of assignment on media outlet letterhead
- Media identification such as an international accredited press pass
- If you previously covered the ISPA Conference & Expo, include a copy of your coverage.

Applications should be emailed to: [allie.martin@ispastaff.com](mailto:allie.martin@ispastaff.com). Deadline to apply is Friday, September 29, 2017. Media registration will not be available onsite.