

Canadian Wind Energy Association (CanWEA) Annual Conference and Exhibition Media Accreditation

*Media passes are restricted to professional journalists,
videographers, photographers and bloggers.
No other personnel are eligible for media accreditation.*

MEDIA AFFILIATION:

MEDIA TYPE (PRINT/TV/RADIO/WEB):

NAME:

ADDRESS:

OFFICE PHONE:

CELL PHONE:

EMAIL:

PUBLICATION/AIR DATE:

Criteria Accreditation

Only publications, agencies and professional bloggers with a circulation size and quality to meet the criteria of the conference organizers, or with a significant following and sphere of influence in areas related to the conference, will be eligible for media accreditation.

Print Media

Accreditation requires verification onsite of valid press credentials, such as an official national press card or a letter of assignment. This must be on the official letterhead of the media organization signed by the Assignment Editor, Editor-in-chief or Bureau Chief, specifying the name and title of the journalist, and stating their role at the CanWEA Annual Conference and Exhibition.

Online and Digital Media

Accreditation requires receipt of a completed application form and a letter of assignment. This must be on the official letterhead of the media organization signed by the Assignment Editor, Editor-in-chief or Bureau Chief, specifying the name and title of the journalist, and stating their role at the CanWEA Annual Conference and Exhibition.

Online publications must be registered to a company, such as a media organization, and have a verifiable non-web address and telephone number.

Online publications applying for accreditation must have a substantial (at least 60 per cent) amount of original and topical news content, commentary or analysis related to the renewable energy technology/generation and/or the environment.

Online publications may be required to provide information on website stats, circulation, readership/viewership, frequency, etc.

Freelance Journalists/Photographers

Freelance journalists/photographers must provide clear credentials, such as a valid assignment letter, that they are on assignment from a specific news organization/publication.

Professional Blogs

Professional blogs should have been active for at least 12 months prior to the CanWEA Annual Conference and Exhibition and bloggers should be able to demonstrate content related to the core themes of the conference. Statistics related to the blog may be requested by the conference organizers.

Canadian Wind Energy Association Member Media Pass

To qualify for the Canadian Wind Energy Association Member Media Pass, you must:

- Be a CanWEA Leading Edge, Champion or Advocate level member, in good standing.
- Must be a sponsor or exhibitor at the CanWEA Annual Conference and Exhibition.
- Have at least one fully registered delegate from your organization.

If you meet all of the above criteria, you will be entitled to one Member Media Pass that can be used by a staff member who has direct responsibility for media.

To take advantage of the Member Media Pass, the appointed media person needs to register via the media accreditation process.

This individual needs to demonstrate that their role is responsible for media within their organization (communications, public affairs/relations, social media, stakeholder engagement,

etc.) and sign a form that states their purpose for attending the conference is to gather content for outreach purposes.

*Please note, an individual holding the Member Media Pass will be permitted into the conference lunch sessions, there will be a riser in the back of the room from which photos and notes can be taken, however lunch will **not** be provided for the Member Media Pass holder.*

**A Member Media Pass holder must be accredited
no later than Friday, September 29, 2017.
Member Media Passes will not be available on-site.**