

RULES of MEDIA ACCREDITATION for RIGA FASHION WEEK (October 27-30, 2011)

1. The purpose and the terms of Accreditation.

1.1. Media Accreditation for the autumn session of RIGA FASHION WEEK (hereinafter - RFW) takes place on October 27 – 30, 2011.

1.2. RFW Media Accreditation is organized in order to create the necessary conditions for media to cover RFW events.

1.3. The journalists of the officially registered mass media (hereinafter - media) have right for RFW Accreditation. Only regular employees of mass-media have the right for RFW Accreditation. The journalists co-operating with mass-media on the basis of the contract might be accredited only if the editor of the mass-media has given his written approval for the accreditation of the journalist from the corresponding mass-media. The editor has to sign the given Rules of Accreditation which should be presented to the organizers of RFW.

1.4. The Accreditation is given to the journalists for the period of RFW (October 27 - 30, 2011).

2. The Application for the Accreditation.

2.1. The Applications for the Accreditation for the autumn session of RIGA FASHION WEEK are accepted from journalists from October 7 – 20, 2011.

2.2. The application for the accreditation should be submitted online by filling in the Application for the Accreditation placed on the official homepage of RFW: : <http://www.rfw.lv/media-accrreditation/>.

2.3. When filling in the Application for the Accreditation it is necessary to specify the following data: *Name, Surname; Name of the Media; Position; Contact phone; E-mail; Editor of the Media; Contact phone of the Editor; Email of the Editor; Postal Address of the Media; Web.*

2.4. The organizer accepts only completely and duly filled in Applications.

2.5. The Applications for the Accreditation are accepted only if the journalist has given his consent with the given Rules of Accreditation.

2.6. Editorial offices of mass-media can submit the applications for the accreditation of journalists within the following quotas:

- Printed periodicals and Internet portals - no more than 3 employees (including journalist, photographer and editor);
- Broadcasting companies - no more than 3 employees (including operators and technicians);
- Radio stations - 1 correspondent;
- News agencies - 1 correspondent.

2.7. The Applicant will be informed about the decision of the Organizer on his/her Accreditation by e-mail after October 23, 2011, but not later than October 25, 2011.

3. The entrance to RFW events.

3.1. The entrance of the accredited journalists to RFW events is allowed after a presentation of the special badge (hereinafter - badge) which is given out to the accredited journalists by the Organizer if the Organizer has confirmed by email his/her accreditation.

3.2. RFW Press badge allows the corresponding accredited journalist to enter RFW hall where the fashion shows take place, RFW press conferences, parties and other events that are mentioned in the official RFW program (except those marked as „special invitation only”). RFW Press badge does not grant the right to enter RFW backstage or other staff only premises.

3.3. The accredited journalists will be informed about the exact time and place where they can get RFW press badges by e-mail in advance.

3.4. In order to receive the badge the accredited journalist should present to the employees of the Organizer the business card of his media, one colour photo (2 x 3 cm) and the Rules of Accreditation which should be printed out and signed by him/her and by the editor of the corresponding media.

3.5. Transfer of the badge to the other person is not allowed.

4. The rights of the accredited journalists.

4.1. To take part in press conferences, to be present at events which are organized in the framework of RFW to which they are invited in advance by the employees of the RFW Organizing committee, except for the closed events;

4.2. To receive press releases and other information and materials about RFW which are meant for media;

4.3. To make photo and video shooting and audio recording of the open events;

4.4. To address the organizers of RFW for assistance concerning the organizational questions and interviews, comments etc.

5. The duties of the accredited journalists.

5.1. Not to disturb any RFW events (meaning: oral statements or actions with the purpose to draw the attention or to interrupt the course of the event; the photo-and video shooting which disturbs the normal course of the event or other participants or journalists, and also other actions that disturb the normal course of the event);

5.2. To respect the rights and legitimate interests of the participants, the visitors of RFW, and the employees of the RFW Organizing committee;

5.3. To publish a material about RFW in the media from which the accredited journalist has been accredited. The accredited journalist has the right to publish materials about RFW only in that media from which he/she has sent the Application for the Accreditation. In a case if the journalist works in few media, it is necessary to specify their names in the Application for the Accreditation.

5.4. Copyrights of the designers, the participants of RFW. The correct name/surname of the designer or the brand name should be obligatory written under the published photos and in TV reports from RFW shows. The reference to RFW is a must in case of use of photos/video material which have been made during RFW, both in printed press/online, and on TV.

5.5. To provide the RFW Organizing committee with the copies of the publications about RFW.

6. Refusal in Accreditation.

6.1. RFW Organizing committee has the right to refuse in Accreditation of journalists for the following reasons:

- if the data mentioned in the Application for the Accreditations is false;
- if the journalist has not submitted to the Organizer the Rules of Accreditation which were signed by him and by the editor of the corresponding media;
- if the journalist is applying from the specialized media which does not cover issues on fashion or lifestyle;
- if the journalist has published false information about RFW before;
- for other reasons on the basis of motivated decisions of the Organizer.

6.2. The Organizer has right to refuse in Accreditation of journalists without explaining the reason for that.

6.3 The Accreditation of the journalist can be cancelled in the following cases:

- Infringement of requirements of the present Rules by the journalist or by the media;
- Distribution by the journalist of false information.

6.4 The decision on cancellation of the Accreditation of the journalist will be sent to the head of the media in written form.

7. I have read and fully agree with the Rules of Accreditation

The applicant (name, surname, name of the media, signature):

The editor of the media (name, surname, name of the media, signature, stamp):

Date:

Date: