Mobile Asia Expo Press Accreditation Requirements

Thank you for your interest in applying for press accreditation for the GSMA Mobile Asia Expo, 20-22 June 2012.

Below are the press accreditation requirements for the Mobile Asia Expo. You will need to complete the online press accreditation application and provide supporting materials as indicated in the form.

To apply for press accreditation, please visit the Press Registration page at www.mobileasiaexpo.com/press and complete the application process, uploading the information as requested below. Emails from your editor to support your application, if required, should be sent to pressregistration@mobileasiaexpo.com.

Please note: The criteria below assume that applicants are either full-time journalists, or that journalism is the applicant's main job. The accreditation team may ask for information in addition to that requested below.

Please also note that a Press card alone will not be accepted as press credentials.

Print & Newswire Reporters
- Required: A copy of the masthead from a current issue of your publication, or a link to your publication's website, that shows your name listed as part of the reporting team.
- Required: Bylined articles relating to the wireless industry (published within the last four months) or an email from your editor, from the company email address, stating that you will be covering the Mobile Asia Expo for the publication/outlet.

Please note that publishers and copy/content editors do not qualify for a press pass. Also, companies' internal publications or communications organisations do not qualify for a press pass.

Online Publications/Blogs
- Required: A link to a current page of your online publication with your name and title appearing in an editorial capacity.
- Required: A recent (published within the last four months) and appropriate bylined article.
- Required: Evidence of regular, current writing related to the wireless industry. Please note, writing/blogging must be your main professional activity.

Online media must meet the following criteria:
- The website must post original, dated, industry-related news at least once per week. The website content must extend beyond, links, forums, personal diaries, opinion or personal analysis.
- Journalists with commercial news web sites can qualify for media accreditation. Websites must be established and updated regularly with original and current wireless industry news.
- Please note that personal website writers, fan sites, designers, editors and creators do not qualify for media accreditation.

- Blogs might qualify if they meet the above criteria. Blogs must be well established, and show an acceptable level of interactivity and comment.
- Sponsored blogs or company blogs do not qualify as media.

Broadcast Journalists and Photographers
Each member of a broadcast crew must register separately and provide the following material:

- Required: A copy of your business card with name, editorial title and media outlet logo or the link to your broadcast outlet website with your name listed as a member of the editorial team.
- Required: A letter from a producer/editor on company letterhead that states you are covering the Mobile Asia Expo on assignment.

Freelance Reporters and Photographers

- Required: An email from the editor or senior member of the editorial team, from the company email address, stating you are covering the Mobile Asia Expo on assignment for their publication.
- Required: Proof of regular freelance journalism activity (published within the last four months). Please note we cannot accredit individuals whose main role is not freelance journalism.

Analysts
Please note that in order to receive a press pass, analysts must show proof that they write for a relevant industry
publication/newsletter/website where the information is current and freely accessible - i.e. not just subscription-only research and reports (see above).

Submit Your Credentials
Please submit your application by e-mailing the relevant documentation as outlined above to:
pressregistration@mobileasiacongress.com. If you have any questions at all prior to submitting your credentials, feel free to e-mail us at the same address. Please note the above list is not comprehensive and we may ask for additional documentation in order to confirm your press pass.

We recommend that you submit your credentials early. Waiting until the last minute – or once you arrive on site – to provide your credentials will cause delays. The waiting time at the registration desk will be much longer for media who have not been sent their accreditation confirmation prior to the event.

If you do not qualify as accredited press in any of the above categories, then you will need to register as either a Conference Attendee or Exhibition Visitor using the main registration site at
www.mobileasiaexpo.com/attendee-registration.