



## **GSMA Mobile Asia Expo 2013 Press and Industry Analyst Accreditation Requirements**

Thank you for your interest in applying for accreditation for the GSMA Mobile Asia Expo, Shanghai, 26-28 June 2013.

Below are the accreditation requirements for press and industry analysts for Mobile Asia Expo.

In order to complete the application process, you will need to provide the information requested below via email to [pressregistration@mobileasiaexpo.com](mailto:pressregistration@mobileasiaexpo.com). Emails from your editor to support your application, if required, should also be sent to [pressregistration@mobileasiaexpo.com](mailto:pressregistration@mobileasiaexpo.com).

Once you have applied for accreditation, your application will be reviewed by the GSMA Press team and you will be notified by e-mail if your application is successful.

If you are successful, you will receive an email containing a Registration Code to register for your free Press / Analyst pass.

***The accreditation criteria assume that applicants are either full-time journalists or industry analysts, or that journalism and/or industry research is the applicant's main job.***

### **Print and 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 a Press card alone will not be accepted as press credentials.*

***Please note that publishers and copy/content editors do not qualify for a Press / Analyst 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.
- *Please note that a Press card alone will not be accepted as press credentials.*

### **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 Congress 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.

## **Industry Analysts**

- A copy of a mobile industry market research report from the past four months listing you as a contributor with your name, title and company name. Reports must be made independently and not commissioned by exhibiting companies.
- Copy of or URL for an industry-related article published within the past four months with your byline.
- Copy of or URL for an industry-related article published within the past four months quoting you as an industry analyst.

**Please note we may ask for additional documentation in order to confirm your press/industry analyst accreditation.**



# MOBILE ASIA EXPO 亚洲移动通信博览会

Shanghai | 26-28 June 2013 ■ 上海 | 2013年6月26至28日



CONNECTING  
THE FUTURE  
连动未来

*Accreditation is reserved for working members of the media and industry analysts only. This includes editors, reporters, producers, camera crews, still photographers and industry analysts.*

*The GSMA reserves the right to deny an applicant a press/industry analyst pass if sufficient credentials are not provided.*

*Accreditation will NOT be granted to:*

- *Publishers, general managers, account representatives, sales executives, marketing executives, engineers, public relations reps, etc.*
- *Anyone whose principal purpose for attending Mobile Asia Expo is, in our judgment, for reasons other than covering the event as working news media.*

*The GSMA reserves the right to modify this policy without public notice and to revoke previously issued Mobile Asia Expo accreditation/registration at any time.*

*A history of being registered at previous Mobile Asia Expos or other GSMA events does not guarantee approval or waive the accreditation requirement. Misconduct or misrepresentation of position and/or publication/news organisation could prevent you and your organisation from attending all future GSMA events.*

Please email the GSMA Mobile Asia Expo press registration team with any questions at [pressregistration@mobileasiaexpo.com](mailto:pressregistration@mobileasiaexpo.com).

General PR enquiries should be sent to [press@mobileasiaexpo.com](mailto:press@mobileasiaexpo.com).

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If you do not qualify as accredited press or an industry analyst in any of the above categories, then you should not apply using the Press/Analyst application process and instead will need to register as either a Conference Attendee or Exhibition Visitor at the [main Mobile Asia Expo registration page](#).