



Pure
LifeExp
eriences

15 • 18 November 2010
Palais De Congrès • Marrakech

PURE **PRESS ACCREDITATION** ²⁰¹⁰

Press Attendance Criteria

PURE Life Experiences is the world's only international trade-to-trade exhibition for high end Experiential Travel and positions itself as by-invitation-only private club for Suppliers, Private Travel Designers (specialist travel agents and tour operators) and Editorial Media who do business in this exciting sector.

As such it is not open to the public. All participants are pre-selected and qualified prior to 15th November 2010 and we do not accept payment on the door when the show opens. Organisers reserve the right to refuse admission to all those who are not wearing a security bracelet so we kindly ask those without prior confirmation of acceptance by the organisers not to attempt to attend PURE in November without a pre-registration confirmation and security bracelet as you will be refused entry at the door.

Only Editors and Senior Journalists of the following media will be accredited:

- Trade press (from the travel sector)
- Consumer press (relevant travel publications or publications with prominent travel sections contained within them)
- Radio stations (relevant formats with links to travel)
- Broadcasting and production companies (relevant formats with links to travel)

Of the above journalists and media representatives mentioned above, only senior editorial staff with a direct relation to the contents of PURE Life Experiences will be permitted to attend.

NOT eligible for press registration:

- Permanent and freelance members of an editorial department, publication, media without direct relation to the contents of PURE Life Experiences
- Permanent and freelance members of a publishing company, publication, editorial department or media who cannot present the documents listed on the next page.
- Permanent and freelance members of a publishing company, publication, editorial department or media who can only show press or publisher cards.
- Photographers and non-editorial staff from broadcasting, production, publishing or media companies
- Sales and advertising staff, publishers and media company directors
- PR agencies and staff

PURE Life Experiences reserves the right to reject media registration requests after thorough examination.

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Documents Required

Please note: Press or publisher cards are NOT accepted as proof for accreditation of press representatives!

Permanent Editorial

staff (applies to Editors-in-Chief, Editors, Correspondents, Freelance journalists or senior permanent journalists):

Letter from the Editor confirming that you are a permanent member of the editorial team of one of the above mentioned media. The document has to be presented on original company paper signed by the highest instance of the editorial department **or** Imprint (no older than 3 months) in which the person seeking accreditation is listed as a permanent member of the senior editorial department

Freelance Editorial staff

(applies to Freelance Editors, Correspondents or journalists):

Letter of specific assignment of one of the above mentioned media. The content of assignment has to be concretised in detail and has to be presented on original company paper signed by the highest instance of the editorial/ publishing department.

Editorial staff of broadcasting or production companies:

Letter of specific assignment of one of the above mentioned media. The assignment of a photo-agency is NOT sufficient for accreditation. The content of assignment has to be explained in detail and has to be presented on original company paper signed by the highest instance of the editorial/publishing department

General Show Rules

The accreditation through Beyond Luxury Media Ltd for the event PURE Life Experiences does not allow the filming of Exhibitor stands or Exhibitor marketing and communication materials. This is only possible through specific permission from the person in charge of the exhibiting company.

By submitting an accreditation request, editors of broadcasting or production companies will be obliged to send a copy of the filmed material to Beyond Luxury Media Ltd. upon completion of editing and final sign off.

PURE Life Experiences will decline and refuse all media accreditation requests from all advertising, sales and publishing staff.

IMPORTANT: Please also note that all filming and photography in public places in Morocco is strictly prohibited and should be avoided at all costs unless you have written agreement by an official body authorizing you to film or photograph in public places. Beyond Luxury Media Ltd. shall not be held responsible for any such acts or outcomes should they arise.

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