



TRUCK WORLD 2012 MEDIA ACCREDITATION AND REGISTRATION FORM
April 19-21, 2012 International Centre Toronto www.truckworld.ca

Please use one form per person. Pre-registration received with required credentials by fax or email by April 13, 2012 will have a show badge waiting at the press desk. After April 13, 2012, please bring this form with your credentials to the on-site press registration desk.

NAME _____

TITLE _____

NAME OF PUBLICATION or MEDIA ORGANIZATION _____

PHONE _____ FAX _____

EMAIL _____

URL _____ TWITTER _____

MEDIA ACCREDITATION

To qualify as working media you must be represented in one of the categories below with the required credentials. Advertising, sales and marketing representatives are not considered working media.

- Editorial representatives** I have provided one of the following credentials:
 - A letter from a recognized news director or editor confirming you are On Assignment and covering Truck World 2012.
 - The masthead page of a current industry publication with your name and editorial title listed
 - A bylined article written by you on your publication's masthead and published in the last six months
- Freelance writers** I have provided:
 - A letter from the editor of an industry trade print or online publication verifying you have been retained to cover Truck World 2012 for that publication
- Press members with press cards** I have provided:
 - A copy of a press card from a recognized media outlet with current, full membership status
- Online media representatives** I have provided:
 - Proof that the site is a qualified media resource to the trucking industry
 - Proof that the site has subscribers that are qualified and the site is secure
- Videographer reporters** I have provided:
 - A letter from my news director or editor confirming I am On Assignment covering Truck World 2012
- Photographers** I am accompanying:
 - An approved media representative -include name and title of media representative.
- Bloggers representing online media** I have provided:
 - A letter from the publisher or editor verifying that you have been retained as a blogger by the media resource company
- Freelance bloggers** I have provided:
 - Proof my blog is primarily specific to the trucking industry and I blog a minimum of once per week current through April 2012 my blog is informational not sales or marketing/advertising and has a qualified readership
- Twitter journalists** I have provided:
 - Proof my twitter site is primarily specific to the trucking industry and is informational not sales or marketing/advertising I have tweets current within the month of April and have a minimum of 500 followers

PLEASE FAX to 905.695.0398 or scan and email this registration and your credentials
To Show Publicist, Truck World 2012, Jai Cole Plum Communications Inc. jcole@plumcom.ca 905 695 0123