

# **Rules and regulation for Mass media accreditation to the Moscow International Automobile Salon (MIAS) 2018**

## **1. GENERAL PROVISIONS**

**1.1.** Mass media accreditation to MIAS'18 is obligatory and is implemented in accordance with the Law of the Russian Federation on Mass media, the Rules and Regulations herein and other appropriate statutory acts of the Russian Federation.

**1.2.** Mass media accreditation is effected by the Crocus Expo Press Service aiming to:

a) provide broad, free and prompt coverage of MIAS'18 in Mass media;  
b) provide necessary conditions for professional activity of Mass media on preparation and distribution of complete and adequate information about MIAS'18.

**1.3.** The Crocus Expo IEC is entitled to use articles, photo and video materials published or broadcasted during preparation and holding of MIAS'18 events with reference to the materials' authors.

**1.4.** Mass media accreditation to MIAS'18 will be held:

- July 10 till August 27, 2018 on the official website of MIAS'18;  
- August 29 till September 9, 2018 on the Press Accreditation counter located in Pavilion 3 the Crocus Expo IEC (across from the entrance to hall 13).

Press accreditation counter opening hours:

- August 29, 08:30 a.m. – 07:30 p.m.;
- August 30 – September 2, 10:00 a.m. – 07:00 p.m.;
- September 3-8, 10:00 a.m. – 05:00 p.m.;
- September 9, 10:00 a.m. – 02:00 p.m.;

**1.5.** Accreditation entitles Mass media/bloggers to visit the exposition and attend events held within the frames of MIAS'18, to participate in press conferences, briefings and other press events excluding those that require additional accreditation and closed events within MIAS'18 requiring special accreditation. In case of accreditation to closed events within MIAS'18 Mass media/bloggers need to obtain accreditation to MIAS'18.

## **2. ACCREDITATION RULES**

**2.1.** Persons entitled to receive accreditation:

2.1.1. acting journalists of business, public and political, exhibition and automotive Mass media registered in accordance with the Law of the Russian Federation on Mass media;

2.1.2. acting journalists of non-profile Mass media maintaining relevant thematic section: automobiles, automotive market and etc;

2.1.3 bloggers owners of an open type of blogs on the following topics: automobiles, news, events and other relevant topics.

**2.2.** Persons not entitled to receive accreditation:

2.2.1. persons who are not Mass media representatives;

2.2.2. representatives of non-profile and advertising Mass media;

2.2.3. staff members of advertising, marketing and Mass media distribution departments, advertising agencies, representatives of press services and Internet portals of commercial topics (photobanks, photostocks and etc.);

2.2.4 acting journalists of business, public and political, exhibition and automotive Mass media and bloggers which have failed to undergo preliminary accreditation and to submit required for accreditation documents during the MIAS'18 period in accordance with the Rules and regulation herein.

2.2.5. representatives of websites/bloggers posting at their resources an information forbidden to distribution in the territory of the Russian Federation and/or not meeting standards of ethics and morals.

**2.3.** The following persons are entitled to accreditation:

2.3.1. representatives of editions with a minimum circulation of 5 000 copies distributed regionally or federal provided there is a placement of an illustrated announcement at least 1/4 page;

2.3.2. representatives of online editions/portals with attendance at least 1 000 unique visitors a day, on the condition of placement of the MIAS'18 announcement / internet banner;

2.3.3. journalists of federal and regional TV channels, radio stations;

2.3.4. bloggers owners of an open type of blogs on the following topics: automobiles, news, events and other relevant topics with the number of followers at least 3 000 people and maintaining regular updates of the content (at least one post a week) on the condition of placement of the MIAS'18 announcement;

2.3.5. bloggers owners of an open type of blogs on of any profile with the number of followers at least 10 000 people and maintaining regular updates of the content (at least one post a week) on the condition of placement of the MIAS'18 announcement.

**2.4.** Conditions of confirmation of the MIAS'18 announcement/internet banner placement:

2.4.1. placement of the MIAS'18 announcement/internet banner is a qualifying condition for representatives of printing editions, online editions/portals and bloggers;

2.4.2. for accreditation applicants it is required to provide to the Crocus Expo Press service a confirmation of placement of the MIAS'18 announcement/internet banner (in electronic or in printed form) on the represented resource/in the blog;

2.4.3. it is required to provide a confirmation of placement of the MIAS'18 announcement/internet banner by representatives of Mass media/bloggers after the online accreditation till August 27, 2018;

2.4.4. it is required to provide a confirmation of placement of the MIAS'18 announcement/internet banner by representatives of Mass media/bloggers accredited during the Event period at the Press accreditation counter.

**2.5.** Invitations from exhibitors, journalist ID and other accreditation badges do not serve as sufficient warrant for accreditation to MIAS'18.

**2.6.** If for any reasons there is a replacement of the accredited Mass media representative, the replacing person shall also undergo the accreditation process.

**2.7.** The Crocus Expo Press service reserves the right to:

- limit the number of accredited representatives from the same Mass media;
- refuse accreditation to MIAS'18 to Mass media representatives who provided about themselves false information and/or didn't undergo the procedure of accreditation within the periods set by these Rules;
- refuse accreditation without reasons giving.

**2.8.** The Crocus Expo Press service reserves the right to cancel the issued accreditation in case of detection of accreditation rules violations including on condition of absence of confirmation of placement of the MIAS'18 announcement/internet banner according to clause 2.4

**2.9.** Mass media/bloggers shall receive Press badge (valid for the MIAS'18 period) and a wrist band (every day a new one) for free admittance to exhibition halls and outdoor area of the Event.

### **3. ONLINE ACCREDITATION PROCEDURE**

**3.1.** It is required to fill in the online application form at the official MIAS'18 website within the period from July 10 to August 27, 2018.

**3.2.** On successful completion of registration an activation link will be sent to the e-mail address registered by Mass media/blogger. Activate the address by clicking on the link.

**3.3.** Application for accreditation processing timeline – 5 (five) office days.

**3.4.** The Crocus Expo Press service staff may request additional information in the course of application consideration: scan of the press pass; a supporting letter from the editorial; links to publications/blogs and etc. Nota bene: refuse to provide the requested information results in refusal in accreditation confirmation.

**3.5.** On successful confirmation of the accreditation a letter with the personal e-badge will be sent to the e-mail address registered by Mass media/blogger. It is required to print out the e-badge.

**3.6.** In case of the accreditation refusal Mass media/blogger will receive the refusal letter to the e-mail address registered by Mass media/blogger.

## **4. ENTRY PROCEDURE TO THE MIAS'18 GROUNDS FOR ACCREDITED MASS MEDIA/BLOGGERS**

**4.1.** Accredited Mass media/bloggers are entitled to enter the MIAS'18 grounds during the Event period within opening hours.

**4.2.** Online accreditation entitles accredited Mass media representatives/bloggers to one time entrance to the MIAS'18 grounds during Press Day (August 29). For the next entry to the Event it is required to receive the Press badge and wrist band at the Service Centre counter located by hall 13 (Pavilion 3). Later on admittance to the MIAS'18 exhibition halls and outdoor area shall be allowed by wrist bands and Press badges.

### **4.3. Entry procedure to MIAS'18 grounds on Press Day (August 29, 2018):**

**4.3.1.** the admittance for online accredited Mass media/blogger to the MIAS'18 grounds shall be valid ONLY by personal e-badges. The e-badges shall be printed out in advance. There is also an opportunity to print out the personal e-badge at the Press accreditation counter;

**4.3.2.** the hard copy of the personal e-badge shall be scanned at a turnstile located at the entrance to the MIAS'18 grounds;

**4.3.3. (!)** the personal e-badge is valid for **one time** scanning at a turnstile located at the entrance to the MIAS'18 grounds on Press Day (August 29, 2018);

**4.3.4. (!)** personal e-badges are not transferable. Otherwise the Mass media/blogger shall be refused admittance to the Event after the badge has been scanned by another person;

**4.3.5.** for the next entry to the MIAS'18 grounds it is required to receive the Press badge and wrist band at the Service Centre counter located by hall 13 (Pavilion 3) before exiting the Event. Later on admittance to the MIAS'18 exhibition halls and outdoor area shall be allowed only by wrist bands and Press badges;

**4.3.6.** The Mass media/blogger bears full liability for any damage to or loss of the wrist band. No duplicate wrist bands shall be provided within the same day in case of the wrist band loss/damage.

### **4.4. Entry procedure to MIAS'18 grounds within the period from August 30 to September 9, 2018:**

**4.4.1.** the accredited Mass media/bloggers shall apply to the Press accreditation counter located in the registration hall of Pavilion 3 (across from the entrance to hall 13) and receive Press badge (valid for the Event period) and wrist band (every day a new one) on the basis of presented photo ID (passport, driving license, valid press pass with the photo).

**4.5.** The Mass media/blogger bears full liability for any damage to or loss of the wrist band. No duplicate wrist bands shall be provided within the same day in case of the wrist band loss/damage.

**4.6.** Wrist bands shall be given to a Mass media/blogger personally. There will be no giving out by lists, powers of attorney and so forth.

**4.7.** Wrist bands are not transferable. In case of transmission of the bracelet to another person it may be withdrawn by the Crocus Expo Security service and the accreditation will be voided.

## **5. ACCREDITATION AND ENTRY PROCEDURE FOR MASS MEDIA/BLOGGERS DURING THE MIAS'18 PERIOD**

**5.1.** Mass media/bloggers without preliminary online accreditation shall apply to the Press Accreditation counter within the period from August 29 to September 9, 2018. The Press Accreditation counter is located in the registration hall of Pavilion 3 (across from the entrance to hall 13).

**5.2.** The following is required for accreditation:

- valid press pass (photo ID if there is no photo on the press pass) or a letter on the official stationery of the editorial sealed and signed by head/editor-in-chief (if there is no press pass);
- photo ID;
- confirmation of the MIAS'18 announcement/internet banner placement (in electronic or printed out form) on the presented resource/blog.

**5.3.** For bloggers accreditation during MMAC'18 period it is required to identify the blogger by photo and the resource at which he is blogging.

**5.4.** Accreditation of Mass media/bloggers shall be provided under conditions specified in clause 2.3.

**5.5.** After accreditation Mass media/blogger will be given Press badge (valid for the MIAS'18 period) and a wrist band (every day a new one).

## **6. ACCREDITED MASS MEDIA RIGHTS AND OBLIGATIONS**

**6.1.** Accredited at MIAS'18 Mass media shall have the right to:

6.1.1. receive information about MIAS'18 (press kits, business program, list of exhibitors and etc.);

6.1.2. free access to MIAS'18 in accordance with rules of entry procedure;

6.1.3. use all services provided for Mass media work at the Event;

6.1.4. Attend exposition and events held within the frames of MIAS'18: press conferences, briefings and other press related events excluding those that require additional accreditation;

6.1.5. receive support from the Crocus Expo Press service in organization of interviews with Crocus Expo management or representatives of the MIAS'18 Organizing committee.

**6.2.** Accredited at MIAS'18 Mass media must:

6.2.1. respect, while performing professional duties, rights and lawful interests of exhibitors and the Crocus Expo IEC employees and observe customary norms of journalist ethics;

6.2.2. produce, upon request from the Crocus Expo Security and Press centre employees, a journalist ID or any other document proving his identity and authority;

6.2.3. provide the Crocus Expo Press service all copies of published materials/video or links to the materials about MIAS'18;

6.2.4. upon request of persons providing the information, indicate the source of such information and ask for authorization for the use of a quotation if it is used for the first time;

6.2.5. inform private and official persons about the fact of taking audio-, video-, film- or photo records while receiving information from them;

6.2.6. do not use professional capabilities for the purposes of concealing information and forging data that have public importance, spreading rumors disguised as faithful information, collecting information in favor of a third person or organizations that are not Mass media agencies;

6.2.7. do not take photo- and video records upon request by representatives of the Crocus Expo Security service, the Crocus Expo Press service and representatives of the MIAS'18 Organizing committee;

6.2.8. when using official information and citing statements of the MIAS'18 participants, materials prepared by Mass media representatives it should contain MIAS'18 mentioning and the source of received information. Introduction of any changes, additions or distortions into copied (quoted) information is not allowed.