



AANP Press Policy

AANP Media Contact:

Taryn Ernest, Manager of Public Relations,
Marketing & Communications

202-849-6308 | taryn.ernest@naturopathic.org

To qualify for a complimentary press pass for an AANP event, the applicant should cover the integrated, alternative, natural, holistic, healthy, and organic industry on a regular basis by publishing articles or writing regular reports. Please note:

- Press badges are reserved for qualified staff from approved media outlets.
- Press credentials are not carried over year-to-year, you must register each year.

Press credentials consist of a business card with your name, media outlet and title, as well as one (1) of the following:

**Links or pdf's are acceptable to submit for verification.*

1. **Traditional Print Media** (online versions as well) Examples include:
 1. Newsletter
 2. Trade Journal
 3. Magazine
 4. eNewsletter
 - Please provide a sample of two (2) articles, published within the past year that clearly displays authorship, and is within the realm of the natural, organic and healthy living space.*
 - OR, a copy of publication masthead (including your name, if possible) – see accepted titles below.*
2. **Broadcast** (TV/Radio): Please submit a link to your show or segments, as well as a screen shot of your stations issued press credentials.
3. **Freelance**: Please provide letter of assignment, on outlet's letterhead.
4. **Social Media Influencers/Bloggers**: Please provide a link to your blog or social feed from the past year that is within the natural, organic, and healthy living space.

In addition to the required credentials, private consultants who are paid by an individual company should demonstrate two (2) press credentials.

Note: These qualifications must be submitted in full within five (5) days, otherwise the press credential may not be qualified. If you have not submitted your business proof before arriving on show site, plan to bring business proof per above with you.

Accepted Titles for Press Badges

Editor (in title), Photographer, Reporter, Writer (in title), Anchor, Broadcast Producer, Camera Operator (will be registered as "Press Crew"), Host, Reporter, Sound Engineer (will be registered as "Press Crew"), Program Director, Blogger, Assistant Production titles, and consultant (list any websites where you are listed as a consultant)

AANP Press Policy Cont'd

The AANP reserves the right to refuse media badges, without cause, during pre-registration as well as onsite media registration. Due to high demand, media badges are limited in number.

Photography/Videography Policy

Qualified press, who wishes to photograph or film at the show, is required to check in at the Press Room on-site to sign a waiver and receive authorization upon each day of filming.

Live TV and nationally syndicated film crews must check in at the Press Room and must be approved on-site in order to photograph and/or videotape at the show.

See press room personnel for complete information on qualifying for a press badge. Exhibitors and their private consultants are permitted to photograph and videotape their own booth only.

Photographers and videographers are required to obtain permission before filming any exhibitor's booth and must refrain from filming those who do not grant permission.

Qualified press who have obtained press passes and are photographing and/or filming at the show may not, under any circumstances, solicit payment from exhibitors for service. Those who are found to be soliciting payment will have their press passes immediately revoked, and may be banned from future events.

Filming, videotaping and photography are prohibited at all events, education and seminar sessions, including keynote presentations if expressed written permission has not been submitted and obtained to and by the American Association of Naturopathic Physicians (AANP). Exhibitors and their private consultants may film, photograph and/or videotape their own exhibitor-presented seminar(s) only.

Attendee indemnifies and holds harmless the AANP and their subsidiaries and affiliates, with respect to any claims from any third party claims whatsoever arising from Attendee's media activities under this waiver.

Photographers and videographers are required to ask permission before filming and must refrain from filming those who do not grant permission. Exhibitors are permitted to photograph and videotape their own booth only. Exhibitors who do not want the press to photograph or videotape their booth should inform the Press Room staff onsite.

No other photography or videography is permitted. We reserve the right to refuse entrance to any photographer/videographer.

Onsite Press Registration

If the event space has not reached its maximum capacity and on-site registration is still open, you may register as press. You must bring photo identification and meet the appropriate credentials detailed above. When registering onsite, you must speak directly with a member of the AANP Marketing & Communications team.

Qualifications of all media outlets will be determined by the AANP registration staff.