

Capacity Europe 2019 | October 28-31, 2019 Intercontinental London - The O2, London United Kingdom

PRESS GUIDELINES

Overview

Capacity Europe will distribute complimentary press passes on a limited and discretionary basis to accredited media, including editors and reporters of recognized trade, newspaper, broadcast, blog, mainstream, business and Internet media. Journalists are encouraged to register early to be considered for admission. Media attendance and participation is at Capacity Europe's discretion. Please see the Media Accreditation Guidelines page for further detail.

Media will be required to wear Capacity Europe-issued press badges at all times to receive admittance to Capacity Europe sessions and keynote address, Capacity Europe news events, the Capacity Europe exhibition floor and Capacity Europe-Media Zone where scheduled press conferences will take place. Admittance to social events sponsored by participating companies will be at the discretion of those organizations.

Media will be provided with light refreshments and wireless Internet connectivity in the Media Zone during standard hours of operation. Media will be responsible for all additional expenses such as dining, housing, parking, admittance to offsite events and travel accommodations. Any press agency accepted to participate in Capacity Europe will be provided a complimentary pass for Capacity Europe programmed events.

Applying for a Press Pass

Media and analysts may request a press pass to cover Capacity Europe by emailing CapacityEu19@imillerpr.com. To determine eligibility and required documentation please see the Media Accreditation Guidelines page. All media organizations are limited to three (3) credentials per news organization, inclusive of both writers and production crews.

Business Promotion

Media are **not** permitted to distribute copies of their publication or other promotional materials outside of the Media Zone. Soliciting or accepting orders on behalf of your organization, product or service inside the event area is strictly prohibited. Press badges will **not** be issued to individuals serving in business promotions or sales. Please see the Media Accreditation Guidelines page for further detail.

Misconduct or misrepresentation of the media organization may cause the organization to lose their accreditation and be barred from future events.

Requests for Interviews with Capacity Europe Representatives

Time permitting, Capacity Europe will make every effort to accommodate reporters on deadline for quotes from Capacity Europe representatives and conference speakers. Please submit media inquiries to CapacityEu19@imillerpr.com.

Audio, Video and Photography Regulations

Media are **not** permitted to take photographs during events. Media will be provided photographs by Capacity Magazine and will be given license rights to use those photos accordingly. Coverage of Capacity Europe events should be limited to news articles about the session or event. Please keep cellular phones on mute or vibrate during conference sessions. If you are required to take a phone call during the conference session, please take the call outside of the session room so as not to disturb other attendees.

Capacity Europe References and Logo Use

Please refer to Capacity Europe guidelines on proper use of the organization's logo and description. Media may download authorized images of speakers and the Capacity Europe logo provided for media use on this website. Please adhere to acceptable use guidelines for the Capacity Europe logo.

Capacity Europe Attire

Media attending Capacity Europe are expected to dress appropriately in business attire for sessions and interviews. Media who are dressed inappropriately may be requested to leave the conference.