



ONUG FALL 2020 | October 14-15, 2020

Press Credentials and Guidelines

ONUG offers media accreditation to members of the working press to cover the ONUG trade show and associated events. Accreditation provides access to live streaming of ONUG technical sessions, keynote addresses, special events and press interviews. Accreditations are granted at ONUG's discretion and are authorized for the sole purpose of reporting news specific to the conference and its participants.

Media accreditation is limited to acting editors and reporters of publications relevant to the enterprise IT industry, business trade and general media covering global technology trends and stories. Publishers, sales, advertising and public relations, marketing, technical support staff, consultants and exhibiting company personnel are not eligible for press credentials. If it is determined that an accredited press member is acting in a sales capacity during the conference, the accreditation will be revoked and the individual will be removed from the event.

The media member seeking approval for representation at ONUG may, at ONUG's discretion, be asked to provide proof of professional status including a publication masthead with the individual's name listed, press ID card, titled business card, or recent articles containing the individual's byline and affiliation.

Due to limited capacity for virtual sessions, pre-registration is required. ONUG has the right to deny access to journalists who fail to provide proper documentation in advance, including during the pre-registration process.

The following criteria must be met for ONUG press credentials to be assigned:

Business Trade Media and Wire Services

Reporters and editors of business and trade publications, magazines, wire services and other associated media must be able to provide a business card and current masthead from the organization that contains the individual's name listed on the masthead of the approved news organization. Contributing editors and reporters chosen to represent the news organization must present a document containing the masthead of the organization authorizing the individual to cover ONUG on behalf of the news organization.

Association Publications

Reporters and editors representing trade association publications, as well as internationally recognized magazines, newspapers and related editorial content, must be able to provide a business card from the association along with a current organizational masthead containing the individual's name listed as editor.

Broadcast News Representatives

Television and radio news reporters must provide a business card containing their name as well as the name of the approved organization. ONUG may choose to limit the sessions, locations and areas for set-up. The ONUG team will coordinate directly with the broadcast news representative in advance to outline the areas to which permission may be provided.

Freelance Writers

Freelance writers must provide an example of a bylined article published within the previous six months by an industry-recognized news organization. Freelance writers who do not have proof of a recognized news organization will not receive a press pass.

Online Media

ONUG recognizes the significance of online media as a source of industry reporting. Reporters and editors from online publications, Internet-based newsletters and blogs will be considered for admittance at the discretion of ONUG. Please note, the individual being considered must have proof of a bylined article published by the news organization within the past three months. To qualify for accreditation, the online publication website must contain industry-related content and post original news content at least once per week.





Not Eligible for Accreditation

Individuals representing social media pages, forums or personal blogs will not be considered for press privileges. If you feel you are eligible, please reach out to ONUG staff.

Advance Registration

Advance registration of media is required due to limited space. To register for a press pass, please email onug@imillerpr.com or visit the site to fill out the request [form](#).

Important Press Guidelines

Requirements to be Issued a Press or Analyst Pass

As part of your agreement to attend as a member of the press, ONUG requires that anyone representing a press organization at the event must cover the companies or the event through an article, blog, interview, or social media posts.

To request permission to record or publicize any of the live-streamed sessions please email onug@imillerpr.com.

Accredited media are entitled to the following:

- Virtual access to all sessions including the keynote address
- Access to all conference materials.
- Access to attendee list

Live streamed sessions will occur between 9:00 am - 2:00 pm ET and recordings will be available on demand.

To request press credentials contact:

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