

## NABCA MEDIA POLICY FOR CONFERENCES

### Media Guidelines:

The following outlines media guidelines and policies for NABCA conferences and events.

- 1. Trade and media representatives covering the beverage alcohol arena are welcome to attend any NABCA conference, including the Annual Conference, Administrator’s Conference and Legal Symposium.
- 2. A media representative requesting permission to attend a NABCA conference does not need to be a member of NABCA to attend.
- 3. The registration fee for a respective conference may be waived for one media representative per company, who is assigned to cover and write about a NABCA conference and who is from a legitimate news outlet.
- 4. Reporters, writers, news directors, editors and any representative assigned to the news department, who is writing about NABCA, are eligible to receive the waived registration fee for a NABCA conference. No other titles of media representative from a news outlet will receive this courtesy.
- 5. All media must register through the NABCA Meetings Department and follow the procedures outlined on the respective conference’s registration form.
- 6. All media representatives, regardless of whether or not they are covering and/or attending a NABCA conference will receive identification with “MEDIA” designated on the name badge.
- 7. Although a media representative is permitted to attend many NABCA events at a respective conference, this designation does not mean the representative receives “all access” rights.
- 8. NABCA reserves the right to ask any media representative whose conduct to conference attendees, speakers and guests is intrusive, disruptive and offensive, to leave the conference.

Guidelines continued...

- 9. Each NABCA conference is treated separately so the same media representative may attend each conference and receive the waived registration fee.
- 10. A freelance media representative, requesting a waived registration fee, must be assigned to cover a NABCA event and must submit an example of a bylined news story as well as a letter from an editor that he/she is assigned to write about the respective NABCA conference or a topic featured at the conference.

**If you have questions or need assistance, contact Margaret Barchine at [maggie.barchine@nabca.org](mailto:maggie.barchine@nabca.org) or by cell phone at (703) 907-3636.**

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#### **Who is NABCA:**

Established in 1937 and chartered in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Alexandria, VA, NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales.

#### **NABCA Conferences:**

NABCA organizes and presents several conferences for its members. They include:

- **Annual Conference:** Held annually in May, this conference offers an aggressive Control State and Industry business agenda featuring nationally known speakers, renowned industry leaders, informative seminars and interactive workshops.
- **Administrators Conference:** Control State officials from educational, regulatory, operational and information technology disciplines and industry representatives meet on an annual basis in workshop sessions and committee meetings to stay abreast of new initiatives and to discuss common challenges and successes.
- **Legal Symposium:** This event, held each year in the Washington, D.C. area, focuses on legal and regulatory issues pertinent to the control jurisdictions and the alcohol beverage arena.