



**MEDIA CREDENTIALS  
& GUIDELINES**

*All requests must be accompanied by complete media credentials as listed below.*

[www.it360.ca](http://www.it360.ca)

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**Please print and fill in the form on page 2. Fax it back to 905.886.9579 with the requirements for your press category.**

Your press credentials will be confirmed via email and your press kit & badge will be in the Media Room onsite at the show. Please bring personal identification when picking up authorized press passes. Your authorized press pass permits you to access the conference program, the keynotes and the press room.

<b>MEDIA CATEGORY</b>	<b>PLEASE PROVIDE</b>
Editorial representatives	<i>One of the following:</i> <ul style="list-style-type: none"><li>• A business card with your name and title from an industry publication</li><li>• The masthead page of a current industry publication with your name listed</li><li>• A copy of a current by-lined article</li></ul>
Freelance writers	<ul style="list-style-type: none"><li>• A letter from the editor of an industry trade publication stating your assignment is to cover the IT360° Conference &amp; Expo for that publication.</li></ul>
Web/Internet media representatives	<ul style="list-style-type: none"><li>• Printed proof of the site demonstrating content to Linux/Open Source and/or Network technologies and/or Storage/Security technologies</li><li>• Proof that the site has subscribers that are qualified and the site is secure</li></ul>
Videographer Reporters & Magazine Producers from recognized broadcast media	<ul style="list-style-type: none"><li>• Business card with your name and title from a recognized broadcast media organization</li></ul>
Press members w/press cards	<ul style="list-style-type: none"><li>• A photocopy of your press card</li></ul>

The following **DOES NOT** qualify for press badges however, registration for the trade show and keynotes is **free** when you register on-line as a visitor before April 6, 2008.

- Art directors
- Public Relations representatives
- Advertising Sales representatives
- Marketing representatives
- Freelance photographers/videographers
- Promotions representatives
- Editors/writers of in house newsletters; College/University publications and Association newsletters.

Please contact Stephanie Cole, Show Publicist, in advance to answer questions about credentials or to arrange to interview any of the presenters. [steph@plumcom.ca](mailto:steph@plumcom.ca) (905) 695-0123 ext. 211.



**MEDIA REGISTRATION FORM**

Please use one form per person. Please print the information clearly.  
Registration must be received by fax or email by April 6, 2008. After April 6, 2008, please bring your credentials with personal identification to the on-site press registration desk.  
Metro Toronto Convention Centre, North Building, 255 Front Street West, Toronto

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

NAME OF PUBLICATION or MEDIA ORGANIZATION \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

**MEDIA CATEGORY (Check one only)**

**Editorial representatives**

I have provided one of the following press credentials: **Please check**

A business card with my name and title from an industry publication and personal identification.

The masthead page of a current industry publication with my name listed.

A copy of a current by-lined article.

**Freelance writers**

I have provided:

A letter from the editor of an industry trade publication stating that I am covering IT360° 2007 Conference & Expo for that publication.

**Electronic media representatives web site editors** etc.

I have provided:

Printed proof of the site demonstrating content to Linux/Open Source and/or Network Technologies.

Proof that the site has subscribers that are qualified and the site is secure.

**Videographer Reporters, & news magazine producers** from a **recognized broadcast** media organization. I have provided:

Business card with my name and title from a recognized broadcast media organization.

**Registered Press with press cards** from recognized news services with current, full membership status are accepted. I have provided:

A photocopy with my registration.

PLEASE FAX to 905.886.9579

Show Publicist  
Stephanie Cole  
905.695.0123 x211

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