TechBBQ 2027
Media Accreditation Policy

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1. Purpose of Media Accreditation

TechBBQ's media accreditation policy aims to facilitate fair and organized access for media professionals to cover the event. Media accreditation is intended for professional journalists, moderators, staff writers, photographers, videographers, podcasters, and other media representatives who will report on TechBBQ's media activities, stage content, speakers, exhibitors, partners, investors, and branded themes to a broad audience.

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2. Eligibility Criteria

To qualify for media accreditation, applicants must meet one or more of the following criteria:

- **Journalists:** Full-time or freelance reporters, editors, writers, or bloggers working for recognized news outlets, print media, broadcast media, online platforms, or media outlets covering technology, startups, innovation, or business.
- **Photographers & Videographers:** Full-time or freelance visual storytellers representing recognized news, print, broadcast, online, or other media outlets who will shoot photos or record videos for editorial purposes.
- **Broadcast Media (Radio/TV):** Producers, anchors, correspondents, or technical crew members who will cover TechBBQ for TV or radio stations. And/or moderate panels.
- **Bloggers & Digital Influencers:** Bloggers and digital influencers with a significant following in technology, innovation, startups, or business. Blogs and social media channels must demonstrate active content production, engagement, and reach within the startup and tech community.
- **Podcasters:** Hosts or producers of established podcasts focusing on technology, startups, entrepreneurship, or related themes.

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3. Required Documentation

Applicants must, if asked, be ready to submit the following documents to be considered for media accreditation:

- **Press Credentials:** A press card, letter of assignment from an editor, or equivalent document from a recognized media organization.
- **Portfolio/Recent Work:** Samples of recent work (published articles, blog posts, podcasts, photos, or video clips) relevant to technology, entrepreneurship, or startups, preferably from the last 6-12 months.
- **Audience Metrics (for Bloggers/Influencers):** For bloggers and influencers, a detailed breakdown of website traffic (unique visitors), social media following, and engagement metrics is required. Screenshots or links to analytics reports are acceptable.

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4. Application Process

- **Submission Deadline:** All media accreditation applications must be submitted no later than Sunday, August 29, 2027. Late submissions will not be considered.
- **Online Application:** Applications must be submitted through TechBBQ's official media accreditation platform. Incomplete applications will not be processed.
- **Confirmation:** Approved applicants will receive a confirmation email once their application is submitted. A decision on accreditation will be sent via email within 5 working days of submission.

Important: Submitting an application does not guarantee accreditation.

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5. Accreditation Approval

TechBBQ reserves the right to approve or deny accreditation requests based on the following considerations:

- Alignment of the media outlet's editorial focus with TechBBQ's themes (technology, startups, innovation).

- Reach and influence of the media outlet or individual journalist.
- The quality and frequency of coverage in past events or related areas.
- The availability of media passes (limited capacity is 140).

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6. Rights & Privileges of Accredited Media

Accredited media will receive:

- **Access to the main event:** Entry to all public stage sessions, exhibitions during TechBBQ. Some sessions or areas may be restricted and require separate invitations.
- **Press Kit:** Access to official press releases, media kits, speaker bios, and other event information.
- **Interview Requests:** Ability and willingness to request interviews with speakers, exhibitors, and organizers through the TechBBQ PR team.
- **Photography & Videography:** Permission to photograph or record in designated areas. Certain sessions or areas may have restrictions on photography or recording.
- **Media Lounge Access:** Access to the Media Lounge, which includes working stations, Wi-Fi, snacks, refreshments, and lunch.
  Note: Media passes are personal and non-transferable. They do not grant access to after-parties or VIP areas unless specified.

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7. Code of Conduct

All accredited media representatives are expected to:

- **Act Professionally:** Maintain professional behavior at all times during the event, respecting the privacy and requests of attendees, speakers, and exhibitors.
- **Use TechBBQ Assets Responsibly:** Only use TechBBQ logos, videos, and other branded materials for approved editorial coverage. Unauthorized use for commercial or advertising purposes is strictly prohibited.
- **Respect Privacy:** Obtain permission from individuals before taking photographs, videos, or conducting interviews, especially in non-designated areas.

By accepting this agreement, international media agree to uphold the professional integrity and spirit of collaboration at TechBBQ. We expect all media to conduct themselves respectfully and abide by the event's Community Code of Conduct throughout the conference.

- You can also find our **General Terms and Conditions** here.

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8. Revocation of Accreditation

TechBBQ reserves the right to revoke media accreditation at any point if the holder:

- Violates the Code of Conduct.
- Misrepresents themselves or their media organization.
- Engages in inappropriate or disruptive behavior during the event.

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9. Post-Event Coverage

Accredited media are highly encouraged to:

- **Submit Coverage:** Send a copy or link to their published articles, reports, or media coverage of TechBBQ within 30 days after the event. This will help the TechBBQ PR team assess media reach and coverage impact.
- **Note:** Failure to provide coverage may affect future accreditation applications.

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10. Acknowledgment and Agreement

By registering as a media representative and accepting TechBBQ's logistical support, you acknowledge and agree to the terms outlined in this policy.

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11. Contact Information

For further information or inquiries regarding media accreditation, please contact:

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