



## **MEDIA CREDENTIALS GUIDELINES**

The National Grocers Association (NGA) welcomes media and social media coverage of our annual Show and Exhibition. However, due to steadily increasing demand for media credentials, NGA has implemented the following guidelines:

### **TRADITIONAL MEDIA**

Reporters, writers, editors are invited to apply for press credentials as long as they represent a relevant grocery industry trade media organization. Applicants should also supply links to a representative sample of articles or broadcasts from the previous six months.

Individuals representing non-trade organizations, such as local newspapers or broadcast outlets or national journals and/or magazines, should indicate in general terms the subjects they hope to cover while attending the Show, and if possible, who they would like to interview.

### **SOCIAL MEDIA**

Bloggers must demonstrate a body of work indicating topical understanding of the retail grocery industry in general, and issues of important relevance to independent grocers. A representative sample of links to blog posts from the previous six months is required. Additionally, bloggers must submit information demonstrating that their websites receive at least 10,000 unique site visitors per month, verified from a third party traffic data source such as Compete.com, Sitemeter, Technorati, Feedburner, or iTunes.

If you also are active in social media, please include links to the social media platforms where you are active, such as Facebook, Twitter, Instagram or YouTube.

### **SUBMISSION DEADLINES**

Credential requests should be submitted to NGA in writing no later than February 18, 2019. Requests will be processed in the order they are received.

### **AUDIO & VIDEO REQUESTS**

Audio and video recordings of any kind at the Show and Exhibition are prohibited without prior permission from NGA's communications department.

### **CONTACT INFORMATION**

Please submit the appropriate information outlined above to [communications@nationalgrocers.org](mailto:communications@nationalgrocers.org).

Thank you for your interest in NGA and the independent supermarket industry!

National Grocers Association  
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(703) 516-0070 | [www.nationalgrocers.org](http://www.nationalgrocers.org) | [www.theNGAshow.com](http://www.theNGAshow.com)