



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 Google Analytics, Sitemeter, Clicky, Google Feedburner, or iTunes. Bloggers must also give content rights to NGA for sharing on the organization's platforms. Please include links to the social media platforms where you are active, such as Facebook, Twitter, Instagram or YouTube.

Press credentials are not available to staff of media advertising, marketing, public relations or management departments or firms.

SUBMISSION DEADLINES

Credential requests should be submitted to NGA in writing no later than February 21, 2021. 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.

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

National Grocers Association
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