



Procedure for Obtaining SunFest Media Credentials 2014

SunFest issues media credentials on a daily basis to reporters and news photographers on assignment. We ask for your cooperation in "pre-registering" your staff.

ONLY TWO CREDENTIALS PER DAY, PER MEDIA OUTLET:

A maximum of **TWO** credentials per day will be issued to each media outlet. Large daily newspapers can request a maximum of two credentials per department (entertainment, local news, etc) per day. Daily TV news crews doing a live show at the festival will be dealt with on a case-by-case basis.

PRE-REGISTRATION – DEADLINE APRIL 11:

- On company letterhead, please fax (**no e-mails**):
 - Name of each staff person assigned to cover SunFest (max 2 per day)
 - Days they are assigned to work
 - Their assigned duties (photo, reporter, etc.)
 - Name, title and contact information of the person submitting the request.
- Fax that information to (561) 659-3567 **by April 11**. You will receive confirmation or denial of your approved request by April 21.
- **ONLY WORKING MEDIA WILL BE ISSUED CREDENTIALS.** Credentials will not be issued to guests, family members, or media personnel not currently on assignment. Freelance photographers and **writers must be on assignment for a specific publication**. Even if you have received credential in the past each year is subject to change.
- All pre-registered media must pick up credentials at SunFest's Media Headquarters in order to enter the festival.

CHECKING IN AT MEDIA HEADQUARTERS:

- SunFest Media Headquarters is located on the 100 block of South Clematis Street in West Palm Beach (south of the library).
- Check in at Media Headquarters each day to receive a daily credential. **If you do not return the credentials each day, you will not be given credentials for the following day.** Those staffing Media Headquarters will refer to the pre-registration list and issue the credential. Photo ID may be requested. Media entry to SunFest is at the South Clematis Street Gate.

MEDIA HEADQUARTERS HOURS OF OPERATION:

- Wednesday, April 30: 4:30 p.m. to 10 p.m.
- Thursday, May 1: 4:30 p.m. to 10 p.m.
- Friday, May 2: 4:30 p.m. to 11 p.m.
- Saturday, May 3: 11:30 a.m. to 11 p.m.
- Sunday, May 4: 11:30 a.m. to 9 p.m.

- By request, we can open earlier or close later.

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PARKING:

- No parking accommodations are made for media. Limited parking is available for TV news crews on assignment, coming in a reporting and leaving. **Parking is first come, first served. You will be required to leave your keys.**

REGARDING MEDIA SPONSORS:

- Media Headquarters parking and credentials are not intended for media sponsors. Separate credentials are issued from the SunFest Sponsorship Department for all media sponsors.

PHONE / INTERNET ACCESS AT SUNFEST:

- Internet access is available each day of SunFest at Media Headquarters for media use.

THANK YOU FOR YOUR HELP!

PHONE NUMBERS

Marketing Department

Office: Until May 1 (561) 837-8065

SunFest Office & Public Contact Number
(561) 659-5980

SunFest Office Fax:

(561) 659-3567

Web Site:

<http://www.sunfest.com>