

## MEDIA GUIDELINES

Please read this document in full.

These Media Guidelines must be followed by all parties capturing media at our event, excluding the Euro Muscle Show media crew.

1. **Media Capture Restrictions:** Media capture of individual or groups of competitors at the bodybuilding show is strictly forbidden. General or overview content of the bodybuilding show is allowed, but no stage content, as this is exclusively licensed by the NPC Benelux to New Age Media. Professional cameras in the bodybuilding area are not allowed unless express permission has been received.
2. **Commercial Media Restrictions:** Creating media at the event intended for resale to third parties, athletes, or brands is forbidden without express permission. Any commercial exploitation beyond journalistic reporting is only allowed with express permission or when working for one of the Euro Muscle Show exhibitors/sponsors.
3. **Credit Requirement:** All published content must mention the Euro Muscle Show. This can be done as a text element on site/blog/print or as a social media tag, preferably using our Instagram @euromuscleshow.
4. **Privacy Considerations:** Capturing crowds and individuals in a recognizable manner is allowed; however, we recommend checking with the subject before publishing any content. The photographer must ensure that the privacy rights of private individuals are not violated.
5. **Editorial Content:** Editorial content must feature the Euro Muscle Show and must only be intended for journalistic purposes, promotion of exhibitors, and/or sponsors.
6. **Organizer Mention:** In all reporting, the Euro Muscle Show must be mentioned as the organizer.
7. **Access Requirements:** Media Accreditation does not provide access to the event. An admittance ticket must be provided or purchased by yourself, your employer, or the exhibitor/sponsor that hired you.

8. Live Broadcasts: Professional live broadcasts or live broadcasts to a large following (defined as 10k or more) are not permitted unless express permission is received.
9. Content Sharing: We highly encourage all creators to share their images with us for a chance to be featured on our social media and marketing outlets. This can be done via mail directly or by utilizing our event hashtags.
10. Right to Revoke: We reserve the right to revoke your accreditation or remove you from the event without eligibility for a refund if you violate any of the above guidelines or if direct instructions from Event staff or New Age Media staff are ignored.

### No Entitlement to Accreditation

On behalf of the organizer Canterbury Media & Events Limited, New Age Media VOF reserves the right to accept or deny requests for media accreditation. Even if the applicant can prove journalistic ID, a press badge, or a sponsor/exhibitor affiliation. If you have not received a response with information about your press badge, your accreditation was not granted.

### Purchase Media Accreditation – 3rd Parties

Only press, exhibitors, event hosts, and sponsors will by default receive free media accreditation. All other third parties wishing to capture media at the event will be evaluated on a case-by-case basis. We offer two possibilities:

1. If we believe you provide adequate value to the Euro Muscle Show, we may offer you free media accreditation.
2. If we are unsure of the value you provide, we may require you to purchase your media pass or strike a barter deal where you provide us with a copy and distribution license of your created content.

### Acceptance of Terms

By applying for Media Accreditation, you accept the terms and guidelines listed in this document. You also acknowledge having read and understood them in full.