



Terms and Conditions for Media Accreditation

- Media accreditation will only be granted to members of the media that will be producing substantial coverage of the Show and/or previewed the event.
- People writing for personal blogs or unrelated publications will not be considered for accreditation. No PR/marketing/advertising staff will be given press passes.
- Please note that applications submitted from freelancers without a firm paid commission and without their editor's contact details will not be considered.
- Press parking is very limited and will be allocated on a first come first serve basis.
- Accredited media should be supplying images for editorial purposes only, and those uploading entire albums of Balmoral Show images online (including social media pages) for members of the public to purchase will have their accreditation revoked.
- All interviews must be set up via the Balmoral Show media centre staff. When completing the online media accreditation application form - please state if interviews will be required during the week of the Show.
- Accreditation letters are non-transferable.
- Accreditation is entirely at the discretion of RUAS. Completion of the application process does not guarantee approval of application.



Further Information

Successful Media Accreditation applicants will receive a media wrist band in the post. The media wrist band is valid for the three days of the Show and cannot be exchanged or passed to any other member of the press. We appreciate your professional support in upholding and respecting this policy at all times.

General Policy

Media wrist bands will be issued to each member of the press. The holder of an authorised and un-tampered wrist band will be entitled to come and go from the premises during the 4 days of the Show from the 16th-19th May 2018.

Breach of Policy

Any person who is found to have tampered with a wrist band will have their band removed immediately and will only be able to gain entry into the grounds by purchasing an appropriate admission ticket. Any attempt by a member of the Press to remove or pass on their wrist band to another person will result in immediate suspension of their media accreditation.

For further information contact:

Stacey Patterson, Royal Ulster Agricultural Society, Eikon Exhibition Society, Balmoral Park.

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