



Balmoral Show 2025 Media Accreditation Terms & Conditions

Media Pass General Policy

Successful applicants will be issued with a media wristband in their pack and given details of how to collect their media badge to complete their **Media Pass**. The holder will be granted access to:

Wristband	Badge	Media Pass (Both Wristband & Badge)
The Show from Wednesday 14th May to Saturday 17th May 2025	The Media Centre facilities	<ul style="list-style-type: none"> • Show • Media Centre • Judging rings • Cattle/Logan Hall during restricted times

Media Wristbands

- Authorised and un-tampered media wristbands grant the holder access to the Show from Wednesday 14th May to Saturday 17th May 2025.

Media Badges

- Media badges grant the holder access to the Media Centre facilities. These can now only be obtained when signing into the Media Centre at the front of the Eikon Exhibition Centre.

Access Across the Showgrounds

- Only media pass holders who have **both** their **media wristband and media badge** will be permitted access to the judging rings and cattle hall during restricted times.

- Permission should always be sought from the Chief Steward before entering any judging rings.

- Members of the press/photographers are **not permitted** to enter the Main Arena or back of house areas (behind sheep shearing platform, stables etc).

- To avoid delaying proceedings and in a bid to minimise disruption, photographers and media pass holders must comply with the requests and instructions of Show stewards at all times.

- Only the Champion and Reserve Champion are guaranteed to be photographed following the judging of classes to allow the timetable to keep moving efficiently.



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- All photographers must carry full public liability and third-party liability insurance and are reminded that they enter the rings entirely at their own risk.

Qualifying for a media pass

- Limited media passes are available, and submission of this form does not guarantee a pass.
- Media passes will only be granted to members of the media who will be producing substantial coverage of the Show and/or previewed the event. Photo ID or samples of published work may be requested.
- Breed societies are limited to one media pass each for a photographer granting them access to the Show.
- Trade stands can apply for one media badge granting them access to the Media Centre facilities only. Media badges do not grant access to the Show.
- People writing for personal blogs or non-industry specific publications will not be considered for accreditation. No political aids or PR/marketing/advertising staff will be given media passes.
- Influencers interested in collaborating with the 2025 Balmoral Show should contact gemma@ruas.org.uk for further details.
- Please note that applications submitted from freelancers without a firm paid commission and without their editor's contact details will not be considered.
- 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.
- Accreditation letters are non-transferable.
- Accreditation is entirely at the discretion of the event organisers, the Royal Ulster Agricultural Society (RUAS).
- The RUAS will not accept responsibility for any media packs lost in the post.



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Interviews

- 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 from an RUAS spokesperson will be required during the week of the Show or contact gemma@ruas.org.uk to arrange pre-Show.

Drones

Due to the proximity of the Air Ambulance Northern Ireland base, the use of any unauthorised drones for any purpose is strictly prohibited.

Radio Transmission Equipment

With the increased use of radio microphones, radio talkback systems and other radio transmission equipment within the showgrounds, it may be necessary to refrain from using radio equipment or re-tune to alternative frequencies to avoid interference to others. You are therefore required to abide by any request to do so by a Balmoral Show Steward or representative of our audio contractor.

Breach of Policy

Submission of the 2025 Balmoral Show Media Accreditation Application Form confirms acceptance of these Terms and Conditions.

Any media pass or media badge holders in breach of these conditions will have their pass removed, be asked to leave the grounds and will not be allocated a pass to future RUAS events.

For further information contact:

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www.balmoralshow.co.uk