



WORKING MEDIA REGISTRATION

FlyFishing Retailer • September 14-16, 2008 • Colorado Convention Center, Denver, CO

FlyFishing Retailer invites and encourages all qualified consumer and trade media to attend the show. Complimentary working media badges are available for those who fall into one of the following categories: publisher (one per magazine not including associate publisher), freelance writer, staff writer, editor, reporter, photo editor, photographer, technician or producer. Employees of media outlets who do not work in an editorial capacity are not qualified for a working media badge.

Please fill out and submit the form below (please provide your direct email address, so we can contact you when we have questions).

By providing your information below, you explicitly consent to receive fax, telephone and email communications from FlyFishing Retailer under 47 U.S.C. Code 227 and any other applicable regulations.

Name _____

Company _____

Street Address _____

Street Address 2 _____

City _____

State/ Province _____ Country _____

Phone _____ Ext. _____ Fax _____

FFR Email _____ Exhibitor Email _____
(for communication from FFR) (for exhibitors who request attending media list)

Type of Media	Job Title	Media Outlet
<input type="checkbox"/> a. print	<input type="checkbox"/> a. publisher	<input type="checkbox"/> a. trade
<input type="checkbox"/> b. newspaper	<input type="checkbox"/> b. staff writer	<input type="checkbox"/> b. consumer
<input type="checkbox"/> c. television	<input type="checkbox"/> c. freelance writer	
<input type="checkbox"/> d. radio	<input type="checkbox"/> d. reporter	
<input type="checkbox"/> e. internet	<input type="checkbox"/> e. producer	
<input type="checkbox"/> f. other	<input type="checkbox"/> f. photographer	
	<input type="checkbox"/> g. editor	
	<input type="checkbox"/> h. photo editor	
	<input type="checkbox"/> i. technician	
	<input type="checkbox"/> j. other	

Please submit your registration with the following credentials to:

FFR Media Registration
31910 Del Obispo, Ste. 200
San Juan Capistrano, CA 92675
Phone: 949/226-5770
Fax: 949/226-5626
Email: ffrreg@nielsen.com

Magazine and Newspaper Editorial Staff:

- Pre-printed business card with title
- Scan of the publication masthead with name and title
- Scan of original, bylined editorial work

TV Crews/ Reporters/ Cameras

(only for shows currently being aired on television or radio):

- Pre-printed business card with title
- Original letter on letterhead from assigning producer

Freelance and Contributing Writers and Photographers:

- Pre-printed business card with title
- Scanned examples of your published editorial work in assigning publication with byline
- Original letter on letterhead from assigning editor

Websites with Original Editorial:

- Pre-printed business card with title
- Link to original, bylined editorial work

QUESTIONS? Please email us @ ffrreg@nielsen.com