



Media Credential Application and Qualifications for 2010

- Please note priority will be given to candidates who have fully completed a Media Credential Application before the application deadline, **Wednesday, March 31st, 2010**.
- Returning media will be asked to submit last year's clips along with the 2010 Media Credential Application to be approved.
- All applicants will be notified of your application status by **Monday, April 19th, 2010**.
- Each member of your crew is required to submit an application in order to receive Media Credentials. Therefore photographers and videographers will need to fill out a separate application.
- Please return your completed media credential via e-mail to media@TalesoftheCocktail.com or call Michelle Dunnick at 504-948-0511.

Media Arrangements

- Approved media assigned to cover Tales of the Cocktail in New Orleans will receive complimentary credentials, valued over \$200.00.
- You will be required to RSVP for your 5 chosen seminars or events, once notified your application has been approved, which will ensure you have "guaranteed seating".
- We do not allow standing room in seminars, as it is distracting to the presenters.
- If you wish to attend any additional seminars, there will be a "stand by" line at the entrance of each seminar room. Five minutes prior to the seminar start time; staff will escort you in, if there is open seating.
- The Reincarnation Room, V.I.P. /media suite, will be located on the 17th floor of the Hotel Monteleone in the Vieux Carre room, our host hotel, where there will be complimentary wireless internet and complimentary scheduled meals and cocktails, provided by sponsors.
- Approved media are responsible for securing their own lodging and transportation to and from New Orleans. Media rates are established at preferred hotels in the surrounding areas. Our host hotel the Hotel Monteleone is offering complimentary internet to all media that stay there and special media rates, once confirmed.
- All credentialed media are required to wear their Tales of the Cocktail issued Media Credential in all events at all venues.

CONTACT INFORMATION

PLEASE TYPE OR PRINT THE FOLLOWING LEGIBLY

*First Name _____ *Last Name _____

*Title _____ *Publication _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *Cell Phone _____

*Email _____

*Re-type Email _____

Twitter Name _____ Facebook Name _____

*Required field

Please check all that apply

Please share my information with inquiring sponsors

This will be my first year at Tales of the Cocktail

I have previously attended Tales of the Cocktail

Year of Attendance: _____

Publication: _____

** Please attach a copy or insert the link to access your past clips or features on Tales of the Cocktail.

CHECK HERE if you are interested in more information on Media Rates at one of our partner hotels.

I have already been assigned by a media outlet to cover Tales of the Cocktail 2010.

I have NOT yet been assigned by a media outlet to cover Tales of the Cocktail 2010.

EXPECTED DAYS IN ATTENDANCE

- Tuesday, July 20, 2010
- Wednesday, July 21, 2010
- Thursday, July 22, 2010
- Friday, July 23, 2010
- Saturday, July 24, 2010
- Sunday, July 25, 2010
- All

MAIN AREA OF INTEREST

- Cocktails
- History
- Products
- Technique
- Bartenders and Personalities

PRIMARY OUTLET INFORMATION

Internet/Blog

Blogging at Tales of the Cocktail will continue in an updated format that promises so more voices and perspectives. An editor will post regular links to Tales-related coverage in the cocktail blogosphere at talesblog.com, along with commentary and original coverage unique to the Tales Blog. In addition, the blog will feature posts from guest bloggers who will post their own experiences.

Website/Blog Name _____

URL Address _____

Print

Primary Publication _____

- Magazine
- Newspaper

Radio

Program Name _____

Call Letters _____

Genre (circle/bold one)

- Underage Pop Public Internet Talk
- Sports Urban Country Community

Are you interested in broadcasting your show from Tales of the Cocktail? YES or NO
If **yes**, please fill out the following:

Date:

- Tuesday, July 20, 2010
- Wednesday, July 21, 2010
- Thursday, July 22, 2010
- Friday, July 23, 2010
- Saturday, July 24, 2010
- Sunday, July 25, 2010

Time: _____ AM/PM (CST) to _____ AM/PM (CST)

Television

Program Name _____

Network _____

Are you interested in broadcasting your show like from Tales of the Cocktail? YES NO
If **yes**, please fill out the following:

Date:

- Tuesday, July 20, 2010
- Wednesday, July 21, 2010
- Thursday, July 22, 2010
- Friday, July 23, 2010
- Saturday, July 24, 2010
- Sunday, July 25, 2010

Time: _____ AM/PM (CST) to _____ AM/PM (CST)

Wire Service

- Entertainment
- News
- Photo

FREQUENCY of PUBLICATION

- Daily
- Weekly
- Bi-Weekly

- Monthly
- Quarterly

DISTRIBUTION

- Regional
- National

- International

CIRCULATION/WEBSITE HITS (per frequency)

- Under 5000
- 5000 to 9,999
- 10,000 to 19,999
- 20,000 to 29,999
- 30,000 to 39,999
- 40,000 to 49,999
- Other _____

- 50,000 to 59,999
- 60,000 to 69,999
- 70,000 to 79,000
- 80,000 to 89,000
- 90,000 to 99,000
- Over 100,000

REFERENCE

*First Name _____ *Last Name _____

*Title _____ *Publication _____

*Address _____

*City _____ *State _____ *Zip Code _____

*Telephone _____ *Cell Phone _____

*Email _____

*Re-type Email _____

*Required field

Relation (check one)

- Editor
- Employer
- Producer

- Supervisor
- Other _____

I hereby declare that the information furnished above is true to the best of my knowledge.

Signature _____ Date _____