

Houston Livestock Show and Rodeo™
Media Credential Policy
and
Agreement for Use of Intellectual Property

NOTE: By applying for and/or accepting Houston Livestock Show and Rodeo credentials, the media outlet and its individual representatives (hereafter, collectively, referred to as “Accredited Media”) acknowledge receipt of, understand and agree to abide by the following Media Credential Policy and the Agreement for Use of Intellectual Property.

Media Credential Policy

Media credentials will be issued only to members of the working media, including production personnel, in the radio, newspaper, magazine, and television industries assigned to cover the Houston Livestock Show and Rodeo (hereafter referred to as the “Show”).

- Because of the large volume of credential requests, the Show reserves the right to limit the number of credentials issued and may limit access to specific areas.
- All applicants must be 21 years of age or older.
- Application for credentials does not guarantee approval.
- Requests for credentials must be made at least three days in advance of arrival, by the interactive pdf on the Show's website, or in writing on company letterhead by a general manager, editor, news director, or sports director, and must include the names and titles of those needing credentials. Requests may be mailed to Suzanne Brack, Houston Livestock Show and Rodeo, P.O. Box 20070, Houston, Texas 77225-0070, or faxed to Suzanne’s attention at 832.667.1061.
- Print media must provide a copy of the most recent publication.
- Online media will be considered on a case-by-case basis, but must be a legal corporate entity which has been in business at least one full calendar year.
- Requests from individuals not employed by an accredited media outlet will not be considered. Freelance writers and photographers will only receive credentials if on assignment (with verification) for a publication or media outlet that meets

the criteria and is providing timely, first-hand editorial coverage of the Houston Livestock Show and Rodeo.

- Media personnel are responsible for confirming the approval of their requests before arrival onsite.
- Under no circumstances are credentials intended for sales staff or similar personnel.
- Credentials are non-transferable and may not be given or loaned to another person for any reason.
- Each media credential is issued specifically for the person who was approved through the credential process.
- Any media outlet that wishes to change the name(s) of its credentialed staff may do so by making a written request to the Houston Livestock Show and Rodeo.
- The Show reserves the right to revoke credential privileges for any reason.
- Misuse of a media credential will result in the immediate loss of the credential, removal from the media areas and the possible loss of future credential privileges for his/her organization.
- A standard credential allows only the bearer free entrance into the livestock and horse shows in Reliant Center and Reliant Arena and general admission to the Press Box hospitality area in Reliant Stadium on designated nights. This credential does NOT provide seating at the Rodeo.

Agreement for Use of Intellectual Property

The Accredited Media agrees to abide by the policies and procedures as set forth from time to time by the Houston Livestock Show and Rodeo Marketing and Public Relations Division. All materials obtained pursuant to 2012 media accreditation will be used for legitimate news coverage only.

Any secondary or non-editorial commercial use of any photograph, picture, video, film, audio or drawing of any activities at the Show, February 20 through March 18, 2012, is prohibited without prior consent of the Houston Livestock Show and Rodeo Marketing and Public Relations Division.

Any use or broadcast after March 18, 2012, without the specific written consent of the Houston Livestock Show and Rodeo, is strictly prohibited.

The Accredited Media agrees that i) photographs, video and/or audio (recorded by any process and on whatever medium) taken at the Show will not be used for any purpose other than for the Accredited Media and ii) it will respect and protect the intellectual property rights of contestants, exhibitors and entertainers.

Houston Livestock Show and Rodeo events and activities include the use of copyrighted materials. The Houston Livestock Show and Rodeo does not control or represent these rights and, therefore, does not convey the right to use these materials to anyone or any entity.

The Accredited Media agrees to use no more than 30 seconds continuous or four minutes total of moving video in any two-hour period, or more than eight minutes in any six-hour period of news broadcast. Website clips will be limited to 30 seconds continuous moving video per individual event (concert, rodeo, etc.).

The Accredited Media acknowledge that all marks and logos and depictions of events, exhibits, competitions and presentations associated with any part of the 2012 Houston Livestock Show and Rodeo are the intellectual property of the Houston Livestock Show and Rodeo, Inc. and that any images of such (by whatever medium) remain the property of the Houston Livestock Show and Rodeo, Inc.

The Accredited Media further acknowledges that the names Reliant Park, Reliant Stadium, Reliant Center, Reliant Arena and Reliant Astrodome are registered trademarks and, as such, the names and depictions of these facilities are the intellectual property of the Harris County Sports & Convention Corporation.

Any secondary or non-editorial commercial use of any photograph, picture, video, film, drawing or audio of an entertainer at the Show is prohibited without prior consent of the entertainer or a duly authorized representative of the entertainer.