

Railway Interchange - 2011 (RI - 2011)

Conference/Exhibition Media Registration Guidelines

RI - 2011 Conference/Exhibition Media Credential Policy

It is strongly recommended that press who plan to RI – 2011 register in advance. Media credentials will include an ALL ACCESS BADGE, with the exception of the Spouse Monday Luncheon and separately ticketed events, i.e., Spouse Off-Site event and Chairmens’ Luncheon (media wishing to attend these events may purchase tickets). Media representatives will be allowed to cover the Chairmens’ Luncheon speech following the luncheon portion of the event.

Media Credentials Contact

To obtain media credentials for RI – 2011, contact Lisa Hall, Director of Marketing, AREMA, +1.301.459.3200 ext. 705, lhall@arema.org.

Registration confirmation will be sent to news media representatives; press badges must be picked up onsite at the “Pre-Registered” counter of the Registration Area, located outside of Hall B in the Minneapolis Convention Center.

Use the #RI2011 Twitter hashtag for Railway Interchange 2011

Event organizers have released the official event hashtag for attendees, exhibitors, speakers and news media who are on Twitter: #RI2011.

Be sure to use #RI2011 when tweeting about the September 18-21 event in Minneapolis - before, during, and afterwards - to make it easy for fellow Twitter users to track all the news about Railway Interchange 2011.

Media/Press Registration Guidelines

Those requesting complimentary media registration must be currently employed by a publication or news organization. The complimentary media registration will allow access to the Exhibition and the Technical Conferences held during the Event. Each organization is limited to no more than five media representatives, except newsletters, which are limited to one. Account representatives, sales executives, and book authors do not meet the criteria for media registration.

You must fall under one of the following media guidelines to receive media registration:

Business and Trade Publications/News Wire Services

Reporters and editors from magazines, newspapers, trade publications, and wire services must provide a business card. Contributing editors and reporters must verify they have been retained to cover the RI - 2011 Event by presenting a letter of assignment.

Television and Radio

Broadcast reporters and producers from news organizations must provide a business card and a letter of assignment.

Freelance Writers

Freelance writers must verify they have been retained to cover the RI - 2011 Event by presenting a letter of assignment.

Online Publications

Reporters from online publications must provide a business card and a letter of assignment. The Web site must contain editorial content and cover railway industry issues. Personal web pages and blogs will not be accepted.

Newsletters

Newsletter reporters must verify they have been retained to cover the RI - 2011 Event by presenting a letter of assignment. Newsletter publications will be limited to one media representative.

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