



MEDIA CREDENTIALS GUIDELINES

Thank you, in advance, for abiding by Palm Beach International Raceway's credential-request policies, as well as for your understanding that media credentials are limited and will be issued only to official media outlets providing timely coverage of events. It is our goal to make your job covering Palm Beach International Raceway events pleasant and efficient. Please contact us with any questions relating to the Credential Application: (561) 622-1400 – media@racepbir.com.

Credentials

Media credentials will be issued only to working press, radio, TV, Internet, and photo journalists assigned to cover the named event at Palm Beach International Raceway. Generic press passes or industry affiliation credentials are not good for admission or access to restricted areas. All requests for credentials and passes must be made in writing, on company letterhead, at least 10 business days in advance to Palm Beach International Raceway (17133 Beeline Highway/Jupiter, FL 33477). Credential applications are available by Palm Beach International Raceway's web site, writing or calling (561) 622-1400. Credentials will be mailed to approved media representative prior to the event. Submission of application does not guarantee credentials. Palm Beach International Raceway reserves the right to approve or deny credential requests, as well as number of granted credentials. Issued credentials are non-transferable and must be accompanied by both state-issued and employer-issued identification; failure to carry both IDs is grounds for credential revocation and dismissal. If your media outlet has not previously been granted credentials to cover events at Palm Beach International Raceway, you must submit one current and one recent copy of your publication/production (print, CD, DVD). Working media credentials are limited and will not be issued to representatives of non-working media, including (but not limited to) representatives of the following firms: marketing, PR, promotions, sales and advertising. Do not request working-media privileges for company executives (management, publishers, officers, board members); visitors found abusing this policy will be dismissed from the Raceway. Please submit only one application per media outlet, consolidating requests of all applicable departments (sports, news, photo, production, etc.)

Media Center

Daily press notes, press kits, releases, media guides, photographs, schedules, contest results, statistics and other informational items about Palm Beach International Raceway are available at Palm Beach International Raceway executive office. Work areas, phone lines, telephones, desks and a fax machine are all available for use by working media. Prior arrangements must be made.

Media Entrance

Media representatives must present Palm Beach International Raceway media credentials or regular tickets for scanning at any public gate.

Media Parking

Media representatives should park in the lot specified on the parking authorization credential. Media without a parking credential should park in any regular public pay lot.

Photographers

Video and still photographers are welcome to take pictures in any unrestricted area of the grounds.

Press Box

The Palm Beach International Raceway press box is located at the drag tower. Working space in the racetrack press box is limited and reserved only for working media and Palm Beach International Raceway staff. Only accredited media representatives are allowed in the press box, excepting special arrangements. Telephones, phone lines, copiers and fax are all available for media use.

Radio-Television

Many locations on the grounds may be used as sites for radio or TV broadcasts. The communications staff will assist with transportation, set-up and talent.



MEDIA CREDENTIAL APPLICATION

APPLICATION MUST BE:

- 1.) Accompanied by an intro/request letter on company letterhead
- 2.) Filled out completely with all blanks filled in
- 3.) Received via mail (not e-mail or fax) at Palm Beach International Raceway Media Credentials (17133 Beeline Highway/Jupiter, FL 33477)

First Name _____

Last Name _____

E-mail Address _____

Company Name _____

Job Title _____

Media Type Print TV Radio Photo Internet Other

Circulation/Distribution/

Coverage Area _____

Web Site – Monthly Hits _____

Address _____

Address 2 _____

City _____

State _____

Country _____

Zip Code _____

Phone Number _____

Event Requesting _____

Do you want to be added to PBIR's e-mail distribution list for news releases? Yes No

I understand that by signing this form I have read and am obliged to adhere to the Palm Beach International Raceway Credential Guidelines. Failure to comply with the above regulations will result in the immediate loss of my credential privileges for all future Palm Beach International Raceway events. Additionally, the media outlet listed may lose the ability to credential an individual for future Palm Beach International Raceway events.

Signature of Requestor _____

Date _____

