



**MEDIA GUIDELINES FOR WORLD POKER TOUR® EVENTS – SEASON IX**

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## **Getting Credentials, What They Mean and Their Restrictions:**

The credential application is for accreditation only and does not guarantee that credentials requested will automatically be issued. WPT Enterprises, Inc. (“WPT”) reserves the right to limit the number of credentials issued to each news organization. Please submit only one online application per news organization.

Walk up registration is highly discouraged and admission is at the discretion of WPT and the Casino Partner. A restricted “**Day Pass**” may be issued to media that do not pre-register with WPT. The Day Pass must be returned to WPT staff at the end of each day. The badge must be prominently displayed on your person at all times on and off the tournament floor.

Media credentials are non-transferable. Failure to adhere to these rules will lead to expulsion and revocation of media credentials. There is no consumption of alcoholic beverages on the tournament floor. Credentials will not be issued to non-editorial staff. Non-editorial staff includes organization representatives from marketing, sales, advertising, public relations, etc.

Credentials will only be issued to employees (21 years of age and older) of recognized daily newspapers, national news services, poker publications, recognized poker news internet sites, publications that regularly cover poker, and national and local TV and radio stations.

WPT and media are guests in the casino that is hosting the tournament that WPT films for television. All media are asked to abide by casino regulations and WPT policies or risk forfeiting their credentials and footage/photographs.

By issuing media credentials, WPT permits use of photos or up to 4 minutes of video<sup>1</sup> for promotional or editorial purposes, solely within the assigned photographer’s media company and parent company. Other media outlets outside the parent company are not permitted to use the photos or footage.

Credentials can be picked up at the Media check-in table located in the tournament area.

**All video footage requests (including requests for documentary purposes) must be made and approved by WPT prior to the event. The *WPT Permission to Tape and License to Use Footage & Stills Agreement (attached hereto)* must be signed by anyone using video or taking photography at an event.**

WPT reserves the right to modify these rules at any time.

There are three separate areas of distinction for the purposes of this agreement: the “**casino floor**” which encompasses all of the areas outside the tournament area of the casino or tournament sponsor’s facility, the “**WPT tournament area,**” and “**WPT Final Table Set.**”

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<sup>1</sup> A total of four (4) minutes worth of footage may be used. Clips may not exceed two (2) minutes.

## **Photography and Videography General Guidelines**

- Media taking photographs and video must sign the *WPT Permission to Tape and License to Use Footage & Stills Agreement*.
- Times will be set prior to and after the Final Table taping for open access to acquire stills and video.
- If a media area is available at the Final Table Set, WPT may allow media to take photographs without flash during the filming. A WPT representative will inform media as to whether non-flash photography is permitted.
- Video during the Final Table taping is not permitted. Access to the Final Table Set for photos will be allowed within the parameters outlined by the onsite WPT representative. [Note: basic parameters are outlined below.]
- If you are unable to get the photography needed, WPT will provide a robust offering of tournament, player, and final table photography available for download on [www.worldpokertour.com](http://www.worldpokertour.com) throughout the event.

## **Casino Regulations/Casino Floor Area**

- All photography/video taken outside of the WPT tournament area requires prior approval of hosting casino.
- When photographing/videotaping outside the WPT tournament area, casino personnel must escort the photographer/videographer and will determine what may be photographed/videotaped.
- Casino will determine physical areas that are off limits to photographers/videographers (usually their money cage, security offices, Asian game areas, and employee/staff areas.)
- Please abide by casino security procedures.

## **WPT Media Dress Code**

We understand that tournament coverage requires long, often hard hours, so we would like you to be as comfortable as possible during WPT tournaments. As you are attending these events in a professional capacity, however, we ask that you dress accordingly. Please understand that the World Poker Tour and our member casinos are shining a professional light on tournament poker—we continue to strive in elevating the sport of poker, and as part of that, you are representing the poker industry both on and off the tournament floor.

The following guidelines provide an outline of what is considered appropriate attire for media covering WPT events.

- **Men:** No shorts or sandals. Collared (polo) shirts and jeans or casual pants are preferred.
- **Women:** No spaghetti-straps, tank tops, tube tops, or midriff baring tops. Please avoid wearing ripped or worn jeans, mini skirts/shorts, and flip-flops.
- **All:** The wearing of online “play for fun” gaming logos is allowed for poker players *only*—media may not wear online “play for fun” gaming logos inside the tournament area. During tournament play-down days, media may wear clothing brand logos such as Nike, Polo, etc., but may not wear logos representing illegal activity of any kind (including .com online gaming sites), pornography, firearms, tobacco, personal hygiene, sexual aids, or hard liquor. In addition, during tournament play-down days, media may not wear logos representing any professional sports teams, colleges or universities, competing broadcast networks or companies competitive with WPT. During the Final Table taping, media will NOT be permitted to wear logos of any kind.
- Additionally, no banners will be allowed to hang at tournaments unless permission is granted in advance by the WPT or its partner casinos.

### **Basic Media Rules:**

- A signed WPT Media Credential Application (attached) is a requirement for any and all press outlets to cover a WPT event.
- Members of the Press must follow the instructions of any and all WPT and host casino personnel at all times.
- WPT reserves the right to change the rules at any time and/or to refuse access to anyone at its sole discretion.
- All credentialed press will be given access to the WPT tournament floor in order to report on the tournament in whatever media they would like. Access may be restricted in certain areas to maintain order and avoid interference with the event or WPT filming, at the WPT’s sole discretion. [See Below]

### **WPT Tournament Area Restrictions**

*Access to this area is allowed via permission only and under the following restrictions. Please direct requests to the WPT Tour Publicist in advance or on-site at the media check in desk.*

- Floor access MAY be used to get photography, video, hand coverage, and information for general stories on players or the tournament.
- This time MAY NOT be used to approach a player for an interview or ask them to immediately come off the floor during break for an interview UNLESS first cleared by the WPT Tour Publicist, who will facilitate this request for you.

- No video/photography of hand by hand play at the table is permitted (general photography is allowed).
- Please do not disturb the players at the tables.
- Please respect the players' privacy.
- Please do not video/photograph a player's hole cards.
- Please be quiet – provide similar consideration as if attending a professional golf tournament or tennis match.
- Please do not use flash photography during preliminary rounds.
- Because the preliminary rounds are filmed for TV, please try to keep out of the camera's line of vision.
- Logos worn on media attire must comply with the rules set forth in the WPT Media Dress Code section above.
- No banners will be allowed to be hung at tournaments.
- Please follow the WPT dress code (no ripped or torn jeans, no midriff shirts, no flip flops, no logos, etc.) when covering the event.

### **WPT Final Table Restrictions**

- Media are not allowed on the Final Table Set for reporting purposes until after filming has wrapped.
- Media will be escorted on set prior to and after taping for player photography.
- General (non-poker) media may not use laptops during the Final Table taping while sitting in the audience.
- If any reporting interferes with the taping, you will be asked to exit the Final Table area.

**MEDIA CREDENTIAL APPLICATION**

**Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Publication:** \_\_\_\_\_

**Website address:** \_\_\_\_\_

**To cover which WPT Tournament:** \_\_\_\_\_

**Type of Request:**

- Video
- Magazine/Newspaper Article
- Photography
- Player Interviews

Other \_\_\_\_\_

**Purpose of request:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**# of Credentials Requesting:** \_\_\_\_\_

Name on Credential: \_\_\_\_\_ Title: \_\_\_\_\_

Name on Credential: \_\_\_\_\_ Title: \_\_\_\_\_

Name on Credential: \_\_\_\_\_ Title: \_\_\_\_\_

**I have read and agree to the attached Media Guidelines:**

**Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**WORLD POKER TOUR  
Permission to Tape and License to Use Footage**

To: \_\_\_\_\_

This letter ("Letter Agreement") shall serve to memorialize the understanding between WPT Enterprises, Inc. ("WPTE") and you ("You," "Your") for Your restricted rights to (i) film, video tape and/or photograph live *World Poker Tour* tournaments ("Tape" or "Taping") and (ii) use footage or stills from such Taping ("Footage/Stills") pursuant to the conditions and restrictions below. In exchange for the rights to Tape and use Footage/Stills and other valuable consideration, You hereby agree to the following:

Taping. WPTE shall permit You to Tape for the purposes of using the Footage/Stills in the manner described herein; provided that (i) You seek permission from casinos where tournaments are held to enter the location for the purposes of Taping (e.g., secure a location release); and (ii) You check in at the sign-in table like all other guests so that WPTE staff may be made aware of Your presence at such tournament and provide You with the required escort for tournament floor access.

Use of Footage/Stills. All use of the Footage/Stills shall be for promotional purposes only to benefit WPTE and its television program, *World Poker Tour*. Use of the Footage/Stills and any promotion related thereto shall not be directed toward any tournament, television program or network that directly or indirectly competes with WPTE's businesses (including, without limitation, World Series of Poker, European Poker Tour) or for the purposes of securing work with such organizations. Further, use of such Footage/Stills shall (i) not be derogatory toward WPTE or any of its businesses; (ii) not be used in any way so as to constitute an express or implied endorsement of any product or service by, or a commercial tie-up involving, anyone associated with WPTE; and (iii) with respect to Footage only, not be incorporated into any one project where individual clips are longer than two (2) minutes each, or longer than four (4) minutes in the aggregate. You shall obtain all required written authorizations, consents and releases, if any, in form and substance satisfactory to WPTE, necessary for the use of the Footage/Stills, including, without limitation, consents from those who appear recognizably in the Footage/Stills, Use of the Footage/Stills outside of the parameters granted herein, and any third party use of the Footage/Stills, shall require prior written consent from WPTE. Wherever possible, You shall insert a courtesy credit substantially in the following form: "World Poker Tour [clip/photo] courtesy of WPT Enterprises, Inc." and with respect to Stills only, insert applicable copyright notice(s) attributing ownership to WPTE.

Indemnification. You represent and warrant that You will indemnify and hold WPTE, its parent, successors, licensees and assigns, harmless from and against any and all claims, damages, liabilities, costs and expenses arising out of any breach of this Letter Agreement or from Your Taping or use of the Footage/Stills. WPTE reserves the right to revoke its permission for You to Tape and use the Footage/Stills for any reason at any time in the future.

If this Letter Agreement accurately reflects our understanding, please acknowledge by signing below.

Sincerely,

Adam Pliska  
President

AGREED AND ACKNOWLEDGED:

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signers Name: \_\_\_\_\_ Date: \_\_\_\_\_