

LYNDSEY LAMELL PHOTOGRAPHY

2024 MEDIA PASS

Photos and "Reel Video Content" for marketing, advertising, and commercial purposes are available for purchase from the Lamell Photography as our Official Photographer. This purchased content may be used for print advertising, promotion, marketing, and other revenue-generating purposes for a product, service, business, stallion, etc. It is strictly forbidden for credentialed media, spectators, visitors, or exhibitors to sell or give away photos or videos taken at NCHA Events. Unauthorized capture, recording, reproduction, or re-broadcast of the live webcast from our Official Videographer is strictly prohibited.

Flash photography or video cameras with lighting is strictly forbidden unless prior written consent is given by show management.

Lamell Photography & the Event Host may, at its sole discretion, eject and/or indefinitely ban from The Event, anyone who provides, or intends to use, photo or video footage in violation of this policy.

This policy applies only to professional photographers and videographers and is not made to prevent spectators from using their cameras for personal use; however, spectators must also abide by the rules and regulations to ensure the safety of all exhibitors, vendors, sponsors, and photographers.

*Spectators may not use lenses with an overall length, i.e. a zoom lens can be 4 inches in length but expand to 6 inches while zoomed in or out. If while zooming in or out the lens exceeds 4 inches the overall length will be deemed at the longest length the lens extends. Tripods, monopods, or any video camera mounted on a tripod or other stabilizing device are strictly forbidden for personal use. Photos & Videoing by your phone or otherwise to post for promotional ways of any means for a trainer, business or person is constituted as no longer a spectator and MUST OBTAIN & PAY for a MEDIA PASS.

Vendors at events are not required to obtain a pass, however are also asked to abide by General Media Policy Rules also and if asked by Lamell Photography or The Event Host,, will be required to obtain & pay for a Media Pass also.

Policy Guidelines: All professional photographers and media companies not on assignment from a specific media at Events where Lamell Photography is the official Photographer are required to apply for a private media pass and provide the accompanying fee OR be a corporate partner of the Event. Lamell Photography has the sole discretion to approve sponsor media credentials. Please note that approved sponsors are still required to apply; however, no fee is required. Official letters of assignment are required to be submitted prior to the event.

ALL media credentials/passes must be applied for 10 days prior to the start of each event & paid BEFORE your camera or phone comes out for use at the event/show. Credentials will not be issued until the fee has been received by Lyndsey in full. Once The Event has begun, applications can be approved on the spot for an additional \$50 handling fee.



Private media must provide an executed agreement per each client they are applying to photograph or video professionally. Professionally means – you are posting to a business or trainer to promote yourself, business, or trainer in ways to make money i.e. gain clients, sell breedings, to gain sponsorships or sell any product or aspect of yourself to the public.

Private photographers and videographers may not post photographs or videos taken of people that are not on their client list to their social media accounts or in printed materials during or after the conclusion of NCHA Events and MAY NOT solicit sales of those photographs or videos OR GIVE THEM AWAY for any reason to anyone else.

Please keep in mind... Approved credentials are non-transferrable. All private photographers and videographers requesting credentials will be required to produce proof of insurance. Lenses may be no larger than 200mm in length or 4 inches in overall lens length.

Media Photographers: Photographers representing newspapers, magazines, websites, and other media, with purpose of appearing in print and online placements, must apply for media credentials and be approved by Lamell Photography. Credentials are required for gathering content on site. Applying for a media credential is agreement that your photos and videos will only be used for media purposes and will not be sold or given away to exhibitors, visitors, non-media businesses, or for any use on social media, promotions, or advertising. Proof of assignment must be provided with the application. There is no fee for credentials for approved members of the media.

General Media Policy Rules:

Please note, these apply to all media, private media, and spectators that are photographing or videoing at an event with Lamell Photography acting as Official Photographer. Credentials must be visible at ALL TIMES.

- All photography and videography must be conducted without disruption to event operations or limitations to accessibility of exhibitions, stairwells, entrances/exits, high traffic areas or other locations of interest to event visitors. Photography or videography from the arena floor, catwalks, cattle pens, or any other area that may obstruct gates or access points during competition is strictly prohibited.
- Box seats, private seating, and seating behind the pen may not be used to photograph or video unless the photographer or videographer is the seat holder or provides written permission from the seat holder. Written permission must be produced to the Lamell Photography prior to the start of the show.
- Media may enter the show arena following the finals competition and/or during the award presentation only after Lamell Photography, & the Event Host has completed their photography, videography &/or interviews with the Champions/Award Winners.
- Media & Spectators will act professionally at ALL TIMES and respect any instructions given by Lamell Photography Staff & any Event Staff. If you are asked to stop by any Staff Member or NCHA Member to cease & desist at any time will result in ejection from the Event and/or denial of future requests for credentials.
- Media will respect exhibitors and visitors and refrain from disturbing or disrupting them as they are preparing to show.



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APPLICATION:

Applicant Name; _____

Circle Type of Media Pass you are applying for: 1 CLIENT PER APPLICATION

NEWS MEDIA. TRAINER MEDIA (\$250). OWNER/RANCH MEDIA (\$250). COMBO \$400

Photographer/Videographer Name _____

Email: _____ . Address; _____

Phone number: _____ . _____ .

NEWS MEDIA.-TRAINER MEDIA.-OWNER/RANCH MEDIA

NAME: _____

Where your photos/videos be posted: _____

CURRENT SHOW APPLYING FOR: _____

