

PRESS DAYS

Qualifications and Documentation

All credential requests are subject to review. Show management may ask for additional documentation in order to qualify individuals for press day's credentials. Below is an outline of qualifications and acceptable forms of documentation.

MEDIA

Credentials are available for working journalist from recognized media outlets. Print journalist, photographer, broadcast, freelance website, and video production may apply. For consideration you must complete an application and submit a minimum of two of the following qualifying documents:

- Valid copy of "full journalist" membership from a recognized motor press association (e.g. MPG, IMPA, APA, WAJ)
- Copy of publication masthead with applicant's name on it
- Copy of published trade article/photos with applicant's name on it
- Official publication, radio, television or other media outlet sponsor letter
- Introduction letter or brochure that outlines/demonstrates how your company is a qualified part of the media.
- Verifiable documentation of current employment as a journalist with an online publication along with sample automotive work.
- An assignment letter from the editor or publisher on company letterhead.
- Other documentation that you feel qualifies your request.

PUBLIC RELATION and ADVERTISING AGENCIES

Individuals working in public relations, advertising or sales at companies affiliated with the automotive industry may apply for credentials. For consideration you must complete an application and submit a minimum of two of the following qualifying documents:

- Verifiable documentation of current employment
- Agency personnel that represent an automotive client or show exhibitor.
- Valid copy of membership from a recognized motor press association
- A letter from automotive manufacturer requesting your attendance
- A letter outlining your need to attend press days.
- An Introduction letter or brochure that outlines/demonstrates how your company is a qualified.
- A letter from a Show exhibitor requesting your attendance and role.
- Other documentation that you feel qualifies your request.

AUTOMOTIVE INDUSTRY

Individuals who are employed in affiliated businesses within the automotive industry may apply for credentials. For consideration you must complete an application and submit a minimum of two of the following qualifying documents:

- Verifiable documentation of current employment
- Valid copy of membership from a recognized motor press association
- A letter from automotive manufacturer requesting your attendance
- A letter outlining your need to attend press days.
- Introduction letter or brochure that outlines/demonstrates how your company is a qualified member of the automotive industry.
- A letter from a show exhibitor requesting your attendance and role.
- Other documentation that you feel qualifies your request.

AUTOMOTIVE DEALERSHIP

Dealer principals and general managers may apply for a credential. For consideration you must complete an application and submit the following qualifying documents: :

- Verifiable documentation of current position/ employment with major automotive dealership

CALIFORNIA AUTOMOTIVE OEM DESIGNER

Designers working for OEM studios please contact your studio head to register or use our Design studio lookup at www.register.laautoshow.com/designercheck.aspx

INDEPENDENT AUTOMOTIVE DESIGNER

Designer employed by recognized independent design studio apply for a credential. For consideration you must complete an application and submit a minimum of two of the following qualifying documents:

- Verifiable documentation of current employment
- A letter from automotive manufacturer requesting your attendance
- A letter outlining your need to attend press days.
- A letter from a show exhibitor requesting your attendance and role.
- Other documentation that you feel qualifies your request.
- An Introduction letter or brochure that outlines/demonstrates how your company is a qualified.