PRESS CREDENTIAL APPLICATION

DEALER EXPO 2011 • Indianapolis, IN
Indianapolis Convention Center February 18-20, 2011

ATTACH BUSINESS CARD HERE
Card must include title.

All print outlets (traditional or online) must submit a published masthead.

Applications submitted without all required information will not be processed.

REGISTRATION DEADLINES:

Free Pre-Registration:
To receive your badge by mail you must be pre-registered by February 1, 2011
Last day to pre-register by Fax or Mail:
Received by February 9, 2011

Onsite Registration $40:
Register Onsite February 17-20, 2011

PLEASE PRINT (All applicants must use legal names)

Company Name:

First Name:

Last Name:

Company Street Address:

City:

State: Zip / Postal Code:

Province:

Country

E-mail:

Website:

Direct Phone:

Direct Fax:

HOW TO REGISTER

Registration is FREE for all editorial media*

- **Mail** your completed application and supporting materials to:
  Dealer Expo
  Press Registration
  17770 Cartwright Rd., Suite 400
  Irvine, Ca 92614
- **Fax** your complete application and a copy of your business card to:
  949.954.8806

*The following positions are not eligible for press credentials: ad sales, marketing, public relations, and promotions.

1. WHAT MARKET(S) DO YOU COVER? (mark all that apply)

1010 ❑ American Big Twin
1011 ❑ ATV Sport
1012 ❑ ATV Utility
1040 ❑ Dirt Bike
1070 ❑ Go Kart
1130 ❑ Metric Big Twin
1191 ❑ Scooter/Moped
1193 ❑ Sportbike
1194 ❑ Streetbike/Touring
1195 ❑ Snowmobile
1210 ❑ UTV/Side x Side
1230 ❑ Watercraft

2. TYPE OF MEDIA (mark all that apply)

A. ❑ Magazine
B. ❑ Newspaper
C. ❑ TV (National/Regional)
D. ❑ TV (Cable)
E. ❑ Internet
F. ❑ Radio
G. ❑ Newswire
H. ❑ Trend Letter/ Newsletter

3. JOB TITLE/PRIMARY RESPONSIBILITY (check one box only)

A. ❑ Publisher/Associate Publisher
B. ❑ Editor-In-Chief
C. ❑ Editor
E. ❑ Writer
F. ❑ Reporter
G. ❑ Photographer/ Camera Technician
H. ❑ Producer
J. ❑ Stylist
I. ❑ Freelance editorial (must show recently published credit)

4. WHICH BEST DESCRIBES YOUR MEDIA OUTLET? (check one box only)

A. ❑ Trade
B. ❑ Consumer

Promo Code: DLR111-07

FOR OFFICE USE

Date:

Approved by:

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