

## **IAVM Event Media Policy**

### **Photography, Videography, Recording, and Content Capture**

The International Association of Venue Managers engages official photographers, videographers, and other media professionals to capture photography, video, audio, and other event content for use in IAVM news, educational materials, marketing, social media, publications, websites, and other promotional efforts.

Attendee participation waivers grant media rights exclusively to IAVM and its authorized representatives. These rights do not extend to exhibitors, sponsors, vendors, agencies, contractors, or other third parties.

As a condition of participation in any IAVM event, conference, school, expo, or affiliated program, media, exhibitors, sponsors, and their representatives agree to the following:

#### **1. Professional Photography & Videography Restrictions**

Professional photography, videography, audio recording, livestreaming, drone capture, or other commercial media production by media, exhibitors, sponsors, agencies, contractors, or third-party representatives is prohibited within event spaces unless expressly authorized in writing by IAVM's Director of Marketing and Technology.

Approved media activity may be subject to limitations regarding time, location, staffing, branding, attendee interaction, and intended use.

This restriction includes, but is not limited to:

- Booth promotional video shoots
- Professional product demonstrations intended for future marketing use
- Interviews or testimonials captured with professional production crews
- Commercial photography of attendees, speakers, exhibitors, or event spaces
- Livestreaming or broadcast-style productions

#### **2. Casual Booth Content**

Exhibitors and sponsors may capture limited casual photos or short mobile-device video content within their own booth space for internal use or social media, provided such activity:

- Does not obstruct aisles, attendees, neighboring exhibitors, or event operations
- Does not capture educational sessions, keynote content, or other copyrighted programming
- Does not include attendees, speakers, staff, or other participants

- Does not imply endorsement by IAVM

IAVM reserves the right to determine what constitutes acceptable casual content capture.

### **3. Use of Event Branding & Content**

Media, exhibitors, and sponsors may not record, reproduce, distribute, sell, or commercially repurpose IAVM educational content, presentations, stage productions, signage, branding elements, or other event intellectual property without prior written approval from IAVM's Director of Marketing and Technology

### **4. Official Event Media**

By participating in the event, exhibitors, and sponsors acknowledge that IAVM may photograph, film, or otherwise record booth spaces, activations, representatives, and branded materials as part of official event coverage.

You grant IAVM the right to use any image, photograph, voice, or likeness captured during the event, without limitation or compensation, in print, electronic, digital, social, editorial, or other promotional materials. All such media become the property of IAVM and may be displayed, distributed, or used by IAVM for any lawful purpose.

You may receive access to the content captured of your booth space or sponsored sessions by contacting IAVM's Director of Marketing and Technology, at [amy.fitzpatrick@iavm.org](mailto:amy.fitzpatrick@iavm.org). This content will be open for your use without royalty or fee, provided it follows IAVM brand standards of use.

### **5. Enforcement**

Failure to comply with this policy may result in:

- Immediate suspension of unauthorized media activity
- Removal of unauthorized journalists, photographers, videographers, or production crews
- Removal of recorded content
- Additional penalties up to and including loss of exhibiting or sponsorship privileges without refund

Questions regarding media permissions or special content requests should be submitted to Amy Fitzpatrick, IAVM Director of Marketing and Technology, at [amy.fitzpatrick@iavm.org](mailto:amy.fitzpatrick@iavm.org), 45 days prior to the event.