

## Global House Coverage Guidelines

There has been a need to establish new coverage guidelines for Global House (including the Mammoth Lab) due to a flood of media requests for permission to cover this highly popular theme pavilion. The measures are designed to minimize inconvenience for both members of the media and ordinary visitors. The Association would appreciate your understanding and cooperation on this matter.

Details are as follows.

1. Members of the media wishing to cover Global House (including the Mammoth Lab) should first contact the Public Relations Group of the Expo Association and submit the attached application form. The Association staff will then forward the application to Global House. **PLEASE DO NOT CONTACT GLOBAL HOUSE DIRECTLY.**
2. Permission for coverage will be granted only to those requiring information for news articles and programs and for publicity of the Expo.
3. Permission for coverage or precoverage research will be granted only when specific publication or broadcast plans have been drawn up.
4. To receive permission, please submit the attached application form **BY NO LATER THAN 16:30 OF THE DAY PRIOR TO YOUR SCHEDULED COVERAGE OR PRECOVERAGE RESEARCH DATE.**
5. Please read the terms indicated on the application form carefully. Your submission of the application form will be recognized as your agreement to those terms.
6. Exceptions to the prior-day rule will be granted only under extraordinary circumstances. Please note, though, that in such cases, you will be asked to join regular visitors in viewing the Mammoth Lab via the Global Showcase in the Orange Hall.
7. To avoid inconveniencing ordinary visitors, please keep the number of coverage team members to a minimum. Very large groups and accompanying personnel not directly involved in reporting activities may be restricted from entering the pavilion.
8. Please follow the instructions of the Association, security, or pavilion personnel while conducting coverage activities inside the Global House.

# APPLICATION FORM

FAX THIS FORM TO THE PUBLIC RELATIONS GROUP  
(0561) 61-7605

No. \_\_\_\_ - \_\_\_\_

Request for permission to cover Global House

Company name: \_\_\_\_\_

Name of applicant: \_\_\_\_\_ No. of visitors \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name of publication/program: \_\_\_\_\_

Publisher/broadcaster: \_\_\_\_\_

Date of publication/broadcast: \_\_\_\_\_

Gist of article/program: \_\_\_\_\_

Desired coverage date: \_\_\_\_\_

Desired coverage location (please circle):

Laser Dream Theater    Super Hi-Vision Theater    Showcase    Mammoth Lab

Memorandum: \_\_\_\_\_

## Terms of Coverage

Coverage of Global House is restricted to those requiring information for news articles and programs and for programs and magazine articles to publicize the Expo. (Coverage for documentary programs is not permitted.) Requests should be submitted to the Public Relations Group of the Expo Association BY NO LATER THAN 16:30 OF THE DAY PRIOR TO YOUR SCHEDULED COVERAGE DATE. Please observe the following rules during coverage. Those who disregard these rules may be asked to interrupt their coverage activities.

Times for coverage including ordinary visitors:	09:00 21:00 ( <u>maximum of four people</u> )
Times for coverage without ordinary visitors:	07:30 08:30 and after 21:00

1. Follow the instructions of the Association, security, or pavilion personnel while conducting coverage activities.
2. Do not disrupt the view or otherwise inconvenience ordinary visitors.
3. Please conduct interviews of ordinary visitors outside the pavilion in places where you will not block the flow of visitors. (In the Mammoth Lab, in particular, do not walk against the flow of people along the moving walkway.)
4. Wear an armband (to be handed out at Global House) at all times while conducting coverage activities.
5. Do not use a flash or other lighting during photo taking or filming.
6. Permission for reports from inside the pavilion and on-site interviews may be granted when the pavilion is not crowded, but even in such cases, please follow the instructions of the accompanying Association personnel. Exceptions to the prior-day rule will be granted only under extraordinary circumstances. Please note, though, that in such cases, you will be asked to join regular visitors in viewing the Mammoth Lab via the Global Showcase in the Orange Hall. If you wish to cover other areas of the pavilion, such as the Laser Dream Theater or the Super Hi-Vision Theater, please make prior arrangements through the Association's Public Relations Group.

I agree to abide by the above terms.

\_\_\_\_\_  
Signature