



## **Media Accreditation**

### **Update for 2024:**

\* Content creators: Please note that content creators who are working for riders/commercial clients will be required to pay a fee of £350 + vat per company in order to gain media access. This will give you full access to the Media Centre with its workstations, internet, tea and coffee and support from the Media Centre team.

## **Terms and conditions**

### **Journalists and photographers**

- Media accreditation is open to working members of the media only.
- Members of the media are advised to have their own public liability insurance.
- If your application is approved, you will be sent an email in which you must confirm your passes. Passes are then collected onsite from the Box Office on arrival.
- Please send us any press cuttings, web links or PDF cuttings from the show to: Revolution Sport - Niki McEwen: [nmcewen@revolutionworld.com](mailto:nmcewen@revolutionworld.com)
- Photographers must not canvas riders, owners, or the public in order to sell photographs taken at the show.
- Accredited media should be supplying images for editorial purposes only.
- Accreditation allows photographers access to the photo area on the outside of the International Arena or into the photo seats
- Accreditation allows writers into the media seats.
- If you are a photographer, you are required to wear a photo vest and a £10 cash deposit is asked for when you arrive at the Media Centre in return for the bib.
- The Official Show Photographers are given access to the field of play. If you wish to access for certain events (ie driving presentations) please discuss with the Press Officer.
- No live filming is allowed anywhere in the International or London Arena

- Accreditation passes are non-transferable.
- Hotels and parking can be booked and purchased here:  
[www.londonhorseshow.com/plan-your-visit/](http://www.londonhorseshow.com/plan-your-visit/)

### **Content creators**

- If your application is successful, you will be asked to pay a fee of £350+ vat per company. You will receive an invoice which will need to be paid prior to coming onsite. Deadline Friday 6<sup>th</sup> December. On receipt of the fee, you will be sent an email in which you will need to confirm your pass. On arrival at the show your pass can be collected from the Box Office.
- Once you have collected your pass please go to the Media Centre where you will be issued with a content creators press bib – this is for ID purposes and must be always worn while you are onsite. A £10 cash deposit is requested on collection of the bib.
- The Content Creators bib will allow you access to the photo area outside the International Arena. It will not give you access onto the field of play.
- Content Creators are restricted to publishing 45 seconds of content for social media. The filming and publishing of complete rounds or tests is not permitted unless they have been purchased from Horse & Country here:  
<https://horseandcountry.tv/search> . **Note this does not include FEI World Cup™ Jumping, Dressage and Driving classes for which filming is NOT permitted.**
- Content creators are not permitted to promote their business or source new customers while attending an event.
- Content creators may only photograph/film those riders listed on their confirmation email. Failure to follow these guidelines will void your application and your accreditation will be removed.
- For filming course walks, you must apply to the Press Officer for access on a per class basis and be endorsed by your client.

Please note: Due to FEI rules, content creators are **not allowed to film or use any of the action from the FEI World Cup™ Classes** (Jumping, Driving and Dressage) backstage access is also limited. If you would like access or footage this must be requested in advance. Access backstage outside this arrangement will not be granted. Broadcasters should note that London International Horse Show has in place rights agreements with FEI TV, BBC, and Horse & Country amongst others. News access footage can be provided on request – this is the footage taken by the Show’s production team. If you are planning to request this footage, please make the request in advance, and bring a hard drive.