



## Press Pass Request & Guidelines

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- PRESS passes are available only to writers, editors and broadcasters who are covering the High Point Market. Publishing, advertising and public relations personnel should go to [www.highpointmarket.org](http://www.highpointmarket.org) and register for an INDUSTRY pass.
- Attach (or fax) a copy of your publication's masthead verifying your editorial position, OR attach a business card. If you register via email you will need to present a business card or copy of your publication's masthead verifying editorial position in order to pick up PRESS passes at Market.
- Freelance writers must attach an original letter on the publication's letterhead from the magazine or newspaper editor who has assigned you to cover the market.

The 2011 Fall Market opens Saturday, Oct. 22 through Thursday, Oct. 27. The media center will open on Friday, Oct. 21 at noon. Note our new location below.

Publication Name: \_\_\_\_\_

Publication Type:     Trade     Consumer     Newspaper     Broadcast     International     Blog/Internet

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

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

Individual Name:	Title:	Phone:	*E-mail Address:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Please save us \_\_\_\_\_ seats for the opening day press breakfast.

Check here if this is your first visit to the High Point Market.

**Please Note:** The High Point Market MEDIA CENTER has a NEW LOCATION on the plaza level of SHOWPLACE West at the corner of Main and High Streets in High Point.

\*Must have individual email addresses to receive confirmation of registration