



**MEDIA CREDENTIALS
MEMPHIS IN MAY INTERNATIONAL FESTIVAL
2010**

Fact Sheet

There is not a better month in Memphis, than May. For over a quarter of a century, Memphis in May International Festival has produced a month long celebration with events that captivate music lovers, barbecue enthusiasts, and those who enjoy great southern food and hospitality. In addition, Memphis in May honors a different country each year with a focus on the country's culture, cuisine, and customs. In 2010, Memphis in May honors Tunisia.

BEALE STREET MUSIC FESTIVAL

A music lover's dream, this incredible gathering of great performers boasts unbelievable diversity complete with blues, rock, soul, gospel, alternative and rhythm and blues. A three-day party on the banks of the Mississippi River, this stellar event treats patrons to a musical concert on four different stages with over 60 bands. This event has come to be known throughout the world, drawing visitors from all corners of the globe. It speaks to the heart and soul of Memphis music.

WORLD CHAMPIONSHIP BARBECUE COOKING CONTEST

Two hundred and thirty teams from around the country, try to grill their way to the top at the largest pork barbecue contest in the world. When the smoke clears there is a new world champion who takes not only bragging rights, but in addition, a share of over \$110,000 in total prize money. Visitors can enjoy cooking demonstrations in the Barbecue Expo and Cooking Tent and entertainment such as music on the main stage and the Ms. Piggie Idol contest. The World Championship Barbecue Cooking Contest is truly the Superbowl of Swine.

SUNSET SYMPHONY

The Sunset Symphony, Memphis in May's oldest event, invites patrons to enjoy a breathtaking performance by the Symphony Orchestra. Visitors come early, spread picnics and anticipate this serenade under the stars. Framed by a beautiful Mississippi River sunset, the event finale is unveiled in the sky by an incredible fireworks display.

DATES

Beale Street Music Festival
April 30 – May 2, 2010

World Championship Barbecue Cooking
Contest
May 13 - 15, 2010

Sunset Symphony
May 29, 2010

LOCATION

The Beale Street Music Festival, the World Championship Barbecue Cooking Contest and the Sunset Symphony are all held in Tom Lee Park, a 33 acre municipal park located on the banks of the Mississippi River in Memphis, Tennessee.

PARKING

Parking is limited. There are more parking spaces located at the south end of the park.

We look forward to assisting media in obtaining coverage of the 2010 Memphis in May International Festival honoring Tunisia. A Press Team is available at the Festival to assist Media. Once you enter the south gate at Riverside and Georgia, you may proceed to the Media Center on the left side of the street. Please take time to look over the following information so we can help make your Festival coverage as smooth as possible.

MEDIA CREDENTIALS

Credentials for the 2010 Memphis in May International Festival will be granted to reporters and photographers who are ON ASSIGNMENT and covering Memphis in May

events for legitimate publications, internet sites, and/or radio and television stations.

CREDENTIAL REQUESTS

Please read the following criteria prior to submitting the CREDENTIAL REQUEST FORM. Failure to follow the request procedures may result in denial of your request.

Credential requests must be SUBMITTED IN ADVANCE. **Deadline for requests is Friday, April 9, 2010.** Credential requests will not be granted at the Festival.

CREDENTIAL PICK-UP

Confirmation of your approved press credentials will be sent via email or fax, along with the location of the Media Check-in area and instructions for pick-up. Confirmation will be sent by Memphis in May on or before April 19, 2010. Media check-in information will be included in the instructions you receive.

CRITERIA FOR CREDENTIALS

CREDENTIALS WILL BE APPROVED BASED ON THE FOLLOWING CRITERIA. Please review carefully to make sure you meet the criteria: if so, complete the credential form that follows.

- 1) You are a reporter or photographer assigned by a legitimate media outlet to cover the festival. Credentials will be issued to those on assignment only. Family members or guests will not be considered for credentials.
- 2) You have obtained, on company letterhead, a letter from your editor or director, noting your assigned duties, the dates you will be covering, your position and title, and the name and title of the person making the request (i.e. your editor or director). Credentials will not be granted without name, contact information and job title.
- 3) Only internet sites that are a product of a national network or national publication need apply.

- 4) Credentials are not approved for on-air radio or television personalities who are not on assignment at the Festival.

ARTIST INTERVIEWS

Memphis in May International Festival cannot assist in arranging interviews with performers at the Beale Street Music Festival. Reporters bear the sole responsibility of arranging interviews through artist publicists. As a convenience, Memphis in May will provide, upon request, a list of artists' publicists. It is a reporter's responsibility to contact and arrange for any artist interview. If permission is granted, the reporter must confirm all arrangements with the publicist including notification of approval to the artist's tour/road manager who will provide the reporter access to the interview at the Festival. Approved interviews will require artists' management to supply passes/credentials to the approved reporter. Those approved passes will be distributed at "ARTIST WILL-CALL" located at the Beale/Riverside entrance of the Festival. Memphis in May International Festival assumes no responsibility for artist's guest lists and its omissions.

Memphis in May International Festival DOES NOT provide back stage access for artist interviews.

PHOTO PASSES

All photographers/videographers must sign a photo release form at the Festival when obtaining credentials. The festival's blanket photo policy during the Beale Street Music Festival is that the first three songs by a performer can be shot from the stage pit. This policy is subject to change. Our PRESS TEAM will notify photographers at the Festival of any further restrictions or modifications. Photographers who are granted a media credential and photo pass must agree to abide by all Festival policies. Only one photo pass will be allowed per day/per media outlet. A photo pass does not allow access into the pit. Memphis in May media representatives provide escort into the pit area.



2010 Memphis in May Credential Request Form
(Please read the criteria for credentials prior to completing this form in its entirety.
Failure to do so may result in denial of credentials)

Name: _____ Date: _____

Job Title: _____

(Note: Photographers will be required to sign a Photo Release Form at Media Check-In)

Station or Publication Name: _____

Station or Publication Address: _____

City: _____ State: _____ zip: _____

Phone: _____ Fax: _____ E-mail: _____

Are you: Employed by this station or publication A freelancer hired by this station or publication

Memphis in May
event you are
requesting
credentials for:

- Beale Street Music Festival, (April 30 – May 2; see next line)
Which day(s)? Fri., April 30 Sat., May 1 Sun., May 2
- World Championship Barbecue Cooking Contest, May 13-15
- Sunset Symphony, May 29
- Other: _____

Signature: _____

Date: _____

Mail, fax, or e-mail this completed form **ALONG WITH A REQUEST FROM YOUR EDITOR OR DIRECTOR ON COMPANY LETTERHEAD** to:

Memphis in May, 88 Union, #301, Memphis, TN 38103, Attention: Dionne Nerren.

Fax Number: 901-525-4686

E-Mail Address: dnerren@memphisinmay.org.

You will be contacted about the approval or denial of your credential request. A separate form must be filled out for each person requesting credentials and credentials are non-transferable. For additional information, please contact the Memphis in May office at 901-525-4611.