

## **The XXXXIII International Apicultural Congress Media partners**

### **Regulations**

The XXXXIII International Apicultural Congress (hereinafter referred to as “the Congress”) media partners are Ukrainian and foreign specialized and non-specialized mass media: periodicals, radio-, TV channels, Web portals, news agencies.

Media-advertising partnership is a full-scale support of both Congress preparation process and its holding by means of media coverage. It implies:

- publishing the Congress news releases provided by the Organizing Committee in the print media special section under the following headline: “The Organizing Committee of the XXXXIII International Apicultural Congress reports”;
- publishing articles, interviews, reports and announcements related to the Congress in the print media during the preparation stage of the Congress;
- publishing articles, interviews, reports and announcements related to the Congress in the print media during the Congress;
- publishing articles and interviews related to the Congress after its termination in the print media;
- publishing graphic advertising units of the Congress in the print media;
- embedding the Congress banners with links to the Congress website into the home page of the Media’s website;
- e-publishing the Congress website content in the respective Media’s websites sections, e.g. “News”, “Information”, with the link to the source of information;
- publishing the Congress announcements and the Congress programs and events information in the news feeds;
- broadcasting the Congress events held, during the Congress preparation stage and during the Congress, online;
- sending information about the Congress to the potential Congress participants by e-mail;
- broadcasting the Congress stories in television news programs during the preparation stage of the Congress;
- broadcasting the Congress stories in television news programs during the Congress;
- inviting the Organizing Committee members to take part in the TV program or radio program and to be interviewed;

- providing opportunity for holding press conferences during the preparation stage of the Congress at time claimed by the Organizing Committee;
- broadcasting detailed stories in information and analytical TV programs during prime time before the Congress and during the Congress;
- broadcasting detailed stories in information and analytical TV programs summarizing the Congress;
- etc.

Depending on the scope of media coverage provided and the specialization of the potential media partner, the **XXXXIII International Apicultural Congress Media Partners** are divided into groups receiving appropriate status:

- General Media Partner of the XXXXIII International Apicultural Congress;
- Official Media Partner of the XXXXIII International Apicultural Congress;
- Thematic Media Partner of the XXXXIII International Apicultural Congress;
- Business Media Partner of the XXXXIII International Apicultural Congress;

The expected scope of media coverage from each **Media Partner of the XXXXIII International Apicultural Congress** listed above is negotiated individually and recorded in the Cooperation Agreement.

Procedure:

1. If you are interested in becoming the XXXXIII International Apicultural Congress Media Partner, please send your requests and suggestions marked “Media partner” to the Congress Organizing Committee by e-mail: [info@apimondia2013.org.ua](mailto:info@apimondia2013.org.ua).
2. The Congress Organizing Committee concludes Media Partnership Agreement with the Media Partner indicating the Media Partner status, reciprocal services package, terms and conditions, procedure of accreditation for additional number of Media Partner’s representatives to the Congress.
3. The terms of the Media Partner Agreements can be altered or extended upon the arrangement between the Organizing Committee and the Media Partner.

