

## *How to Apply for A Media Pass to The World Expo 2010 in Shanghai*

Deadline: March 12 2010

In order to get a media pass to the park of World Expo 2010, medias need to conduct the media registration first.

### 1. Criteria for Media Registration

#### International media

refer to legally registered media organizations in overseas countries or regions, specializing in news coverage, including newspapers, magazines, news agencies, photo agencies, radio stations, TV stations. To apply for Expo registration card, media organizations should submit the certificates of establishment issued by the countries or regions where they have registered.

Qualified applicants should be professionals working for foreign media organizations, engaged in news reporting as principle occupation.

Chinese staff working for international media organizations must hold 'Employee Card of Resident Overseas Media Organizations.

### 2. Schedule

Media registration application will be accepted from on the day of this announcement is issued. Application for covering the Opening and Closing Ceremonies of Expo 2010 is to be announced in a further notice. In order to obtain the media registration cards during the operation period of Expo 2010 (May 1st to October 31st, 2010), applications should be submitted 45 days in advance.

### 3. Registration Procedures

Media registration is only open to media organizations. Individual applications will not be accepted. The registration consists of two steps: first, media organizations will pre-register for covering Expo 2010, and then their staff members will fill out the information forms.

#### a. Pre-registration by media organizations

Media organizations should designate a contact person to download the registration Forms (See bottom of page), fill out the Forms, and send them to the Committee for Sweden's Participation in World Expo 2010. The Committee will collect all the application forms and hand in to the Bureau of Shanghai World Expo Coordination by March 12 2010. Send your application to May Zhang at [may.zhang@swedishtrade.se](mailto:may.zhang@swedishtrade.se).

Media Application Form should be filled out, printed, affixed with the seal of the media organization or signed by the chief of the media.

After the Bureau of Shanghai World Expo Coordination receives the forms, the Media Center of Expo 2010 will send relevant materials to the contact person of the media organization, including the website address of 'Online Media Center of Expo 2010', and the user names and passwords for the accredited media staff members to login to the website.

As soon as the user name and passwords are well received, the pre-registration of the media organization is finished.

#### b. Filling out forms by the individuals at the media organizations

Media staff members can login to the 'Online Media Center of Expo 2010' with their user names and passwords, submit personal information, upload their passport photographs, and apply for the Expo press passes. It will take the Bureau approx. 3 days to issue the media pass.

4. Type of media passes

One media pass will be able to enter the Expo site for 7 days.

5. Independent journalists: Unfortunately, the registration doesn't include the independent reporters and photographer. If you are an independent reporter, please contact the Committee for Sweden's Participation in World Expo 2010 by providing your individual information, and we will issue special documents to the Bureau of Shanghai World Expo Coordination to verify your identification.

For detailed application procedures and relevant requirements, please visit the 'Online Media Center of Expo 2010' website.

Media Registration Form – English Version (For international media)  
<http://en.expo2010.cn/dc/EnglishVersion.xls>

World Expo 2010 Shanghai China Media Services Guide  
<http://en.expo2010.cn/a/20091230/000002.htm>