



## INTERNATIONAL FRANCHISE EXPO 2024 MEDIA ACCREDITATION FORM

Accreditation will be awarded to members of the press based on a number of criteria or factors such as circulation, subscriber numbers, recent activity and previous coverage/interest, as well as specific area of focus.

Please note we may also need to limit numbers of media from each media house.

If you are a freelancer, we require a letter from the recognised media platform confirming that you have been commissioned to write a story or produce a broadcast insert on this particular event.

Upon being accredited, you will be sent a confirmation email from us detailing the process going forward.

The media accreditation passes are non-transferable and may not under any circumstances be transferred, altered or sold. Loss, theft or unauthorised use of an accreditation pass must be reported to the PR company as soon as possible. Disregard of this may result in temporary or permanent cancellation of the accreditation for the current and possibly future events.

**Please note that this form needs be completed in full.**

**One form per person needs to be completed.**

**Incomplete forms will not be processed.**

Name of Publication	
Name and surname	
Name and contact details of your Editor/Producer	
Designation/Job title	
Address	
Telephone / Cell	

E-mail	
Media category (print, online, newspaper, radio, etc.)	
Circulation / Unique Visitors / Users /Subscribers	
Area of Interest / Beat	
Website URL	

Completed application forms must be submitted via email to Kerry at [kerryo@thelime.co.za](mailto:kerryo@thelime.co.za) or Tyler at [tyler@thelime.co.za](mailto:tyler@thelime.co.za).

**PR contacts:**

Kerry Oliver  
[kerryo@thelime.co.za](mailto:kerryo@thelime.co.za)  
Cell: 082 927 9470

Sarah Martin  
[sarah@thelime.co.za](mailto:sarah@thelime.co.za)  
Cell: 082 925 2535