



INSTRUCTIONS FOR PRESS

1. Pre-Registration:

For access to the PULSE New York VIP Brunch on **Thursday, March 27, from 9am to 12pm, and to PULSE New York in general**, please pre-register by completing the attached registration form. The form should be faxed to Blue Medium at 212-675-1855 or emailed to kirsten@bluemedium.com **no later than Tuesday, March 4**. Members of the press who complete Pre-Registration will be added to the press list for admittance to the fair and a press pass will be ready for them at the press desk at the entrance of the fair.

[Click here](#) to download a Microsoft Word version of the press registration form.

[Click here](#) to download a PDF version of the press registration form. (Adobe Acrobat is required to view and print the form).

2. On-site Registration Required After Tuesday, December 4:

On-site at the fair, members of the press will not be issued press passes without either a press card / business card and identification, or a letter of assignment from an editor or producer on the assigning media outlet's letterhead along with a valid email address.

3. Please Note:

Press Passes are non-transferable and are not valid for guests or colleagues.

Identification may be required when re-using a press pass.

Photographers or camera crews must have permission from individual exhibitors before shooting artwork. A representative of PULSE will accompany them while in the fair for liaison purposes.

Media Contacts:

Antoine Vigne or Kirsten Moore
Blue Medium, Inc.
T: 212-675-1800
F: 212-675-1855
E: kirsten@bluemedium.com

2008 PRESS REGISTRATION

Contact Information

NAME:

AFFILIATION:

TITLE:

ADDRESS:

TELEPHONE:

EMAIL:

FAX:

NOTES/REQUEST:

PRE-REGISTRATION (Deadline for pre-registration is Tuesday, December 4, 2007)

___I will attend the VIP Brunch on Thursday, March 27, from 9am to 12pm.

___I will visit the fair during public hours (March 27-29 from 12pm to 8pm, March 30 from 12pm – 5pm)