

Dear Press Representative:

Attached is the credential form for the **37th Annual Daytime Entertainment Emmy® Awards which will be taking place Sunday, June 27 at the Las Vegas Hilton**. These forms need to be completed and returned to us **no later than June 11, 2010**

Freelance journalists and all other applicants who are not on-staff employees of the outlet(s) they will be representing, must submit an original letter of assignment on letterhead with the name and phone number of the assignment editor with these forms. No journalists, photographers or camera crews will be considered without a confirmed assignment from an actual publication or broadcaster.

These forms are not a guarantee that you will receive any or all of the credentials that you request. Credential forms are evaluated each year, if you have been credentialed in the past, it does not necessarily mean you will be credentialed again.

Finally, a separate form is attached if you want to request telephone, fax, ISDN, or High Speed Internet Access lines to be installed in the press area. If you are issued credentials, we will give this form to the appropriate people. It must be returned to us with all the credential forms filled in completely with all the correct billing information.

Forms can be sent via e-mail and must be received NO LATER than June 11, 2010:

E-Mail: Deme Stavrakas – deme@lippingroup.com

If you are interested in booking a hotel room at the Las Vegas Hilton specifically for the Daytime Emmys, below is the information:

Daytime Emmy Package:

Toll free reservations number 1-800-732-7117

Call in Rate Code: **PEMMY**

Rate: From \$99.95 per night (plus tax)

- \$20 Free Play Voucher
- \$100 Dining Deal Coupons
- 15% Gift Shop Discount
- Upgraded room categories will be offered at a surcharge
- Valid Stay Dates: June 21 – 30, 2010
- Must book by June 11th
- Additional nights pre or post will be at the Best Available Rate

For any additional information please contact:

Jennifer Price jprice@lippingroup.com

Sunny Helali shelali@lippingroup.com

Michael Samonte msamonte@lippingroup.com

CREDENTIAL FORM

**37th ANNUAL DAYTIME ENTERTAINMENT EMMY® AWARDS
Sunday, June 27, 2009
Las Vegas Hilton**

**Press Check-in 1pm (this is when credentials will be issued)
Red Carpet Opens at 4:00 p.m.
Awards will be 6:00 p.m. to 8:00 p.m.
Formal Attire Required**

Please type in the following information and return to us by June 11, 2010 – please send to deme@lippingroup.com:

Name: _____
(All subsequent correspondence related to credentials will be addressed to this name)

Name of Media Organization: _____

Address: _____

City/State/Zip: _____

Country: _____
(If you are based in the U.S. but work for an outlet that serves a foreign audience, please indicate the country your outlet serves.)

Phone Number: _____ Fax Number: _____

E-Mail Address: _____

Please indicate your outlet type:

PRINT NEWSPAPER MAGAZINE WIRE SYNDICATE	TV NATIONAL LOCAL INTERNATIONAL	RADIO LOCAL SYNDICATE	PHOTO NEWSPAPER MAGAZINE WIRE/SYNDICATE	WEBSITE/ ONLINE/ BLOGGER
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37th ANNUAL DAYTIME ENTERTAINMENT EMMY® AWARDS-CREDENTIAL FORMS

Name of Outlet: _____

Please check the areas where you are requesting credentials and how many credentials you will require (there is no guarantee that you will be given the number of credentials you are requesting):

Red Carpet/Arrivals – Please indicate the number of credentials requested

_____ Red Carpet Arrivals
(For electronic crews, there is a maximum of 3 people per space. For print reporters and all photographers, there is only one person per space)

Press Room – Please indicate the number of credentials requested

_____ Photo – (No radio or television outlets permitted)

_____ Digital Transmission
(For Photographers transmitting images only)

_____ General Press (Print/Radio/Television/Online Media)
(This room will have assigned theatre-style seating for television reporters and assigned seating at tables for journalists. All electronic crews will plug into a multibox for feed. Award winners will be brought to the room to answer questions in the press conference-style setting. The Awards Telecast will be visible on monitors).

_____ Messenger/Tech
(This credential will allow for access to arrivals area and/or press rooms for retrieval/delivery of disks/film/tapes as well as equipment repair, replacement, etc.)

_____ Satellite Truck

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Name of Outlet: _____

Please list your staff by name and **where they will be positioned** – (for example, Joe Smith, Red Carpet and Photo Room or Mary Jones, Messenger only). The total number of names below should be the same as the number of credentials you are requesting.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

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**37th ANNUAL DAYTIME ENTERTAINMENT EMMY® AWARDS
Telephone Service Request Form**

There will be telephones available for general use in all of the press rooms. If you are going to use those telephones and do not want to pay for your own dedicated lines, please DO NOT complete this form. If you want lines and/or internet dedicated to you, please complete the information below. You will be responsible for all telephone charges (including installation). If you are not credentialed, this form will be voided.

Please type in the following information.

Name of Outlet: _____

Your Name: _____

Telephone Number: _____

E-Mail: _____

Please tell us what type of service you require:

Number of phone (voice) lines required: Analog _____ Digital _____

Number of telephone sets required _____

Number of Modem lines required _____

Number of ISDN line(s) required _____

Number of High Speed Internet Access line required: Wireless _____ Hardline _____

Location:

_____ **Digital Transmission**

_____ **Press room**

IF YOU DO NOT NEED ANY TELEPHONE OR INTERNET SERVICE, PLEASE DO NOT SEND THIS FORM.