



## OUR PLATFORM FOR THE MEDIA

- **Recognition** as an accredited media partner
- **Cover existing events** or propose to follow members during **official missions**
- Access to **Heads of States, Ministers**, regulators and state agencies of **34 countries**
- **Access** to the executive offices of the **Innovation Alliance**
- Exclusive access to **photos, videos** and **announcements**
- Invitation to cover the **inauguration** of the Agency in **Dubai**
- Invitation to cover the **Nektar Gala** with Heads of States and Ministers in Dubai
- Invitation to cover **Annual Nektar Forums**
- Invitation to cover the **Bitcoin Election Day** in St Maarten
- Invitation to cover **Sports & Music Events**

### ACCREDITATION BENEFITS



#### News

Provide timely, trusted, actionable coverage



#### Photos

A front row seat at the centre of the story



#### Videos

Extend your reach with comprehensive video coverage



#### Press Conferences

Access



#### Events

Access



#### Sports & Music Events

Access

For more information [media@nek-tar.ch](mailto:media@nek-tar.ch)



## Media Partner Accreditation

**Nektar Media Office**  
**July 1, 2023**

### **For the accreditation of Media Partners**

**Nektar Media is the official multi-media platform of Nektar. Our task: provide coverage of the Nektar Challenge and Innovation Alliance events and connect members and participants to their communities.**

**This document describes the platform Nektar offers to accredited members of the media to cover the Nektar Challenge, members of Nektar and the Innovation Alliance.**

Our events are reserved to industry professionals and every participant must be granted accreditation to take part in the Nektar Challenge ( e.g sports events, auctions), Forums, Gala's and to the Bitcoin Election Day which will occur on bitcoin halving. Professional accreditations are granted by professional category.

The Nektar Challenge is a challenge like no other. A challenge that will push the boundaries of its participants and inspire communities around the globe. A challenge that will be annual, on the road, online and global. One that we believe has the capacity to fill a significant gap in SDG targets while delivering excitement, engagement, collaboration and empowerment.

The Challenge will start on November 29, 2023. Participants and candidates to election as Managing Director of the Agency will pledge their support to the global mission of the Innovation Alliance in furtherance of the SDGs by participating in the Challenge. Details of the Challenge program will be announced later this year, in Dubai.

The Challenge will end on Bitcoin Election Day / bitcoin halving ( Mid-End of April 2024). The Challenge aims to be the largest annual bitcoin fundraising initiative in favour of the SDGs and the Bitcoin Election Day is positioned to be the most talked about bitcoin event ever. It is expected to be covered by more than 100 journalists and over 30 media outlets from around 20 countries and for broadcasting and social media accounts to receive up to 20 million impressions over the course of each major day.

Press accreditations are granted by the Nektar Media Office (the "NMO") to authorised media representatives who have already covered Nektar and Innovation Alliance Initiatives. Authorised media representatives that have already covered the initiatives will be assigned responsibility for media coverage during the Challenge, Forums and Bitcoin Election Day.

The number of accreditations per media outlet and the categories of the badges (access and priority levels) are attributed according to the profession represented (journalist, photographer etc.), the periodicity of the media outlet, its size (circulation, audience), its focus on bitcoin, finance, politics, web3, art or sports and its expected coverage of the Challenge, Forums and the oath and inauguration ceremony of the Managing Director of the Agency which will be held in St Maarten on Bitcoin Election Day.



### **When to apply for Accreditation**

You can apply for accreditation from July 1st to October 16, 2023 for the Dubai Forum and until January 5th 2024 for the St Maarten Bitcoin Election Day.

### **How to apply for Accreditation**

You can apply for individual accreditation for yourself, for a third party, or accreditation for a group of people. If your team consists of editorial journalists and broadcast journalists, you will need to submit two separate applications according to the main activity of the journalists. Please note that a journalist cannot have two press accreditations. You will receive an email notifying you if your request is confirmed or denied within 3 weeks.

### **Sending your Request**

Send us an official letter, featuring the letterhead of the media outlet, signed by the editor-in-chief, with media information (periodicity, circulation, online audience etc.), the intended coverage of the upcoming events ( Dubai, St Maarten ) and the full name and position of the journalist.

When making more than one accreditation request for a single media outlet, please provide one official letter, giving the full names and positions of all the journalists in charge of print and web coverage and;

- The articles carrying your signature, covering Nektar and or the Innovation Alliance published on your main media outlet. (Please send us your print and web articles only in PDF.);
- 3 recent articles carrying your signature, covering crypto, finance and or Ministers/Heads of States of the Innovation Alliance published on your main media outlet. (Please send us your print and web articles only in PDF.)

Send your files by email to : [media@nek-tar.ch](mailto:media@nek-tar.ch)

### **Some notes about accreditations**

1. Accreditation is not transferable.
  2. Permits will be restricted access to specific clearly marked areas and specific events.
  3. The number of “access all areas” passes are kept to an absolute minimum.
  4. Accreditation does not permit the holder to attend a Sports Event or Auctions as a spectator or to occupy any seat in any venue that would normally be covered by a ticket.
  5. Background/criminal checks are performed by the Innovation Alliance and hosting states as part of the accreditation process.
  6. The Innovation Alliance or hosting state may refuse the issue of an accreditation on the grounds of security.
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## **MEDIA PARTNER ACCESS**

### **Forums Access**

Accredited media partners may enter the Forums, move around the areas freely, document and request interviews to be held outside the main room. Heads of States, Ministers and candidates to the election of Managing Director of the Agency will be under **no obligation** to respond to journalists and accredited media partners must respect these policies during their interactions with all participants.

**Dubai date/time** : November 28, 2023 8:00 AM Gulf Time to 23:00 PM Gulf Time

### **Press Conferences**

Press Conferences will be run in-room at the venue where Nektar is hosting the Forum or Sports Event allowing accredited media partners to ask questions face-to-face. Nektar will communicate to accredited media partners the names of Heads of States, Ministers, Athletes and candidates that have agreed to be interviewed one week prior each event. Accredited media partners may also provide the names of individuals and organizations they wish to interview.

### **Press conferences will take place as follows**

- ➔ Heads of States and Ministers : 45 minutes after the events.
- ➔ Candidates and their teams : 1:30 hour after the events.
- ➔ Athletes and their teams : 1:30 hour after each Sports Event.

The Press Conference in Dubai and for every Sports Event will be open to other members of the media. Accredited media partners will have assigned front seats which will be allocated on a first-come first served basis.

### **Nektar Gala Access**

C-level executives or the editor-in-chief of select accredited media partners will be invited to participate to the Nektar Gala as guests for their contribution and support to the Alliance Initiative. However, no camera or journalism will be allowed. Access to the Gala include;

- ➔ 1 seat at the table with other members of the media;
- ➔ Admittance for 1 to the Nektar Auction;
- ➔ Name listed in Evening Program as Accredited Media Partner;
- ➔ Recognition in Nektar Magazine (release to participants, Heads of States and Ministers (Q3 2024)

The selection of accredited media partners invited to the Nektar Gala is at the absolute discretion of Nektar and the Innovation Alliance.

**Gala date/time** : November 29, 2023 19:00 PM Standard Gulf Time to Midnight

## **Bitcoin Election Day and Sports Event programs to be announced in September**

### **Security Protocols**

In most occasions Nektar discloses the exact location of its events and issues security badges and the names of participants the day prior an event. Accredited media partners are responsible for providing full details of personnel no less than 40 days prior the start of an event. Nektar will conduct background checks on each person and Nektar reserves the right, at its absolute discretion to accept or reject personnel. All bags including recording equipment ( dictaphones, cameras, microphones, phones etc.) will be checked by Nektar's security team before entering any venue.



## **MEDIA PARTNER BENEFITS**

### **News | Provide timely, trusted, actionable coverage**

#### **Breaking News**

Provide the most extensive, up-to-the-minute coverage of key events making international headlines.

#### **Strategic Announcements and Press Releases**

Direct distribution of all press releases, deals and announcements.

#### **Art, Sports and Business**

Provide exclusive coverage of art, sports and business events organised during the Challenge — wherever they happen.

#### **Election, Business & Governments**

Be the first to cover the campaign of candidates and the election, announcements, deals and industry developments impacting the people and members of Nektar and the Innovation Alliance.

### **Photos | A front row seat at the centre of the story**

#### **Fast**

Provide breaking news as it happens, with compelling images.

#### **Focused**

Be the only trusted source of coverage of the people, businesses and trends changing member-states of the Innovation Alliance. Supported by our photographers, bring live images your audience won't see anywhere else.

#### **Decision Makers**

We bring you unrivalled access to the big names of the industry, the ones shaping business, finance and governments with unique access to Heads of States, Ministers and corporate leaders — and both the new and established member-states of the Innovation Alliance.

### **Videos | Extend your reach with comprehensive video coverage**

#### **Comprehensive**

We deliver premium video content covering a wide breadth of topics, including breaking news, the fundraising, Gala, music events, art auctions, sports events and entertainment throughout the year..

#### **First**

You film, but we cover all angles so we give you access to our videos which will be constantly updated throughout each event, ensuring your audience is always engaged with fresh and relevant content.

#### **Impactful**

Take your audience inside the action with Nektar Live coverage — available with commercial override for our Sports Events and Bitcoin Election Day.



## **IMPORTANT DATES AND DEADLINES**

### **OCTOBER 16, 2023**

Deadline to Apply for Accreditation for the Dubai Forum & all Background Checks due

**NOVEMBER 28, 2023** 8:00 AM Standard Gulf Time to 23:00 PM  
Dubai Forum, access and press conference

### **NOVEMBER 29, 2023 :**

Alliance General Assembly ( press conference )  
Nektar Gala ( by invitation only )

### **JANUARY 5, 2024 :**

Deadline to apply for Accreditation for Bitcoin Election Day

### **APRIL 2024 :**

Bitcoin Election Day in St Maarten  
Bitcoin halving countdown and election result  
Oath and Inauguration  
Sports Event and Music Concert

\* Visit our website for detailed agendas

**Send your file and inquiries to :** [media@nek-tar.ch](mailto:media@nek-tar.ch)