



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 **Business, Sports and 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

Ask questions face-to-face



Events

Be on the invitation list of all Events



Sports & Music Events

Access unique events.

For more information media@nek-tar.ch



Media Partner Accreditation

Nektar Media Office (NMO)

October 1, 2023

For the accreditation of Media Partners

Nektar Media is the official multi-media platform of Nektar. Our task: enable coverage of Nektar 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 Nektar Events, as well as Innovation Alliance Events.

Our events are reserved to industry professionals and every media participant must be granted accreditation to take part. Professional accreditations are granted by professional category. Once accredited, the invitation to cover an event is at the absolute discretion of the Nektar Media Office (the “NMO”).

Nektar produces various events, dinners, conferences, and an annual Gala. The majority of Nektar events are by invitation only. The content of our events are always meticulously designed for the specific intended purpose. Events are designed to engage and unlock an incredible experience for the benefit of all participants and you should therefore expect compelling, thought-provoking and industry relevant content.

Press accreditations are granted by 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 invited and assigned responsibility for media coverage during events held in 2024.

Accredited members are always identified with yellow badges and participants of our events are under no obligation to respond to journalists and accredited media partners.

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 event.



When to apply for Accreditation

You can apply for accreditation at anytime.

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 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

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 an Auction 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

Event Access

Accredited media partners may enter event venues, move around areas freely, document and request interviews to be held outside the main rooms. Participants and guests are under **no obligation** to respond to journalists and accredited media partners must respect these policies during their interactions with all participants.

Press Conferences

Press Conferences are normally run in-room at the venue where Nektar is hosting an 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, candidates and participants that agree 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 an event.
- ➔ Candidates and their teams: 1:30 hour after an events.
- ➔ Other members and their teams: 1:30 hour after an event.

Accredited media partners have assigned front seats which are allocated on a first-come first served basis.

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;
- ➔ Name listed in Evening Program as Accredited Media Partner;
- ➔ Recognition in Nektar Magazine (release to participants, Heads of States and Ministers 6 months following the Gala.

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

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 wherever they happen.

Business & Governments

Be the first to cover the campaign of candidates, 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 they happen, 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.