



HITS Photography Policy

All professional photographers on assignment on the HITS showgrounds that are not on assignment from a specific media outlet are required to apply for a private photographer pass. Official letters of assignment for media credentials are required to be submitted prior to the event.

This policy only applies to professional photographers and does not prevent spectators from using their cameras for personal use. However, spectators must also abide by the rules and regulations to ensure the safety of all exhibitors, vendors, and photographers.

HITS Private Photographer Program:

- Individual private photographer weekly passes are \$1,000.00 which includes 10 clients or less.
- No season-long passes will be issued; private photographers must apply for each week they plan to shoot clients and will receive a credential each week they are approved.
- The private photographer fee must be paid in-person at the HITS Show Office along with the list of clients and proof of accident liability insurance.
- Private photographer client lists will be provided to the Official Show Photographer for review.
- Client lists must be received no later than the Monday of the current show week. Any approved private photographer may not solicit new clients beyond the client list submitted at the time of approval.
- Private photographers may not post photographs taken of people that are not on their client list to their social media accounts during or after the conclusion of the show and may not solicit sales of those photographs.
- Approved credentials are non-transferable; each member of a private photographer company must pay for individual credential passes each week and may not swap between representatives.

Private Photographer Rules

To ensure the safety of our exhibitors, as well as official vendors and photographers, the following guidelines will be enforced for all private photographers:

- Credentials must be visible at all times.
- OP will have priority in positioning around the arenas and is the only photographer allowed inside arenas during competition and for awards ceremonies. Private photographers must yield to OP when necessary.



- Private photographers should not shadow OP team members and should establish their own locations and shots so as not to interfere with the work that OP team members are contracted to do for the show.
- Private photographers may not conduct portrait sessions on the HITS show grounds at any time.
- Private photographers may not have a trailer, vendor booth, or advertisements on property.

Media Photographers

Photographers representing newspapers, magazines, websites, and other media, with purpose of appearing in print and online placements, must apply for media credentials and be approved by HITS. Credentials are required for photographing on-site. Applying for a media credential is an agreement that those photos will only be used for media purposes and will not be sold or given away to riders or to non-media businesses for any use on social media, promotions, or advertising. Media photographers must apply for each week they plan to cover competitions at HITS and receive their credentials prior to photographing at the facility.



HITS Private Photographer Agreement:

- Individual private photographer weekly passes are \$1,000.00 which includes 10 clients or less.
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Agreed to by:

Name of Photographer and Signature

Date: _____ --