



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**



**CMAA Media Registration Policies
2025 World Conference and Club Business Expo
February 5-9, 2025
Tampa, FL**

The Club Management Association of America welcomes the professional editorial staff (including photographers and camera crews) of print, online, and broadcast media at its annual World Conference and Club Business Expo.

Registration & Deadlines

Complimentary registrations are extended to current “working media.” Media registration entitles the individual to one complimentary, non-transferable registration which includes:

- Access to all education sessions including the Opening Business Session, General Education Sessions, and Closing Business Session;
- Access to CMAA’s Member Services Pavilion and the Idea Fair; and
- Access to the Club Business Expo.

Please note: This registration does not include access to any of CMAA’s social events including the Networking Event, the Awards Breakfast, The Club Foundation Golf Tournament, ClubLove 5K, or any Pre-Conference Workshops. Individual tickets for these events may be purchased separately.

Other publication staff (non-editorial positions, such as publishers, advertising directors, and advertising representatives) may attend only as part of registered exhibitor staff and must pay the prevailing registration fees.

Individuals seeking complimentary media registration may be asked to verify eligibility by providing one of the following:

- Copy of valid press pass issued by a bona fide news organization,
- Copy of a recent issue of a publication, with masthead listing of your editorial position,
- Copy of a recent bylined story that identifies you as writer, reporter, or contributor to a publication,
- URL of an established media outlet with identification of editorial staff, or
- URL of an established website that reports/opines on relevant subjects related to the club/hospitality industry, golf industry and/or participating exhibitors, with identification of the requesting writer/contributor.

Members of the media interested in obtaining registration for the CMAA World Conference must contact CMAA's Communications Department no later than 10 days prior to the event.

Individuals registered in the Media category do not qualify to earn CMAA Education or Association Activity Credits.

Recording & Quotes

Attendees who are not designated speakers at events cannot be quoted during sessions.

Education sessions (including the Opening, Closing, Awards Breakfast, and daily General Education Sessions) cannot be recorded or incorporated into any audio or video programming (live stream, radio, podcasts, etc.), due to binding speaker agreements/contracts.

Registered media should notify and request permission from a Conference speaker prior to quoting any material.

Closed Meetings

CMAA Board of Directors and committee meetings are closed to members of the press. If an event is designated a "closed meeting," it will be closed to all media.

Club Business Expo Media Hour

Annually, CMAA provides a Media Access Hour at the Club Business Expo, beginning at the close of the first day of the Expo to ensure that members of the media and exhibitors can interact without disrupting their primary goal of meeting with potential customers. This opportunity allows for interviews and the opportunity for video and photography without any disruption to the core show hours. Exhibitors have been informed about the opportunity but are not required to participate. We hope it will be a terrific opportunity for you to have substantial conversations with exhibitors.

Other Requests

CMAA will provide media representatives with fair and equal access to association activities and participants as time and circumstances permit.

Due to space constraints, CMAA does not provide a press room and is unable to accommodate requests for interview, recording, or office space.

Reviewed and updated July 15, 2024