



Media Accreditation Policy - The Calgary International Film Festival

Media accreditation is granted to eligible media representative and outlets at the sole discretion of the Calgary International Film Festival (“CIFF”). All applicants must submit a new application each year; subject to eligibility requirements. Previous accreditation does not guarantee future approval, including for the current year’s festival.

Accredited press receives complimentary access to festival screenings, press conferences, and designated media areas throughout the event. However, accreditation does not guarantee access to any specific screening, venue, event, press opportunity, restricted area, or individual, including talent and filmmakers.

Access will be granted solely at CIFF’s discretion and CIFF reserves the right to approve, decline, modify, suspend, or revoke accreditation applications and/or approved passes at any time and for any reason.

Application Deadline

Applications for media accreditation must be submitted between CIFF’s designated application window. Late applications may not be considered for the current year’s festival and are subject to capacity and operational timelines.

Accreditation Passes

Accreditation is limited to a maximum of two (2) passes per media outlet, irrespective of outlet size or circumstances. Outlets should carefully consider their coverage needs when applying, as additional passes will not be issued beyond this limit and passes will be issued to the specific individual(s) named on the application.

Approved accreditation passes, film, and/or event access cannot be transferred, shared with, or reassigned to others.

Accreditation passes also grants access to Industry Week—one of the most vital gatherings of screen media creators in Western Canada.

Eligibility Requirements

Media accreditation is open to professional journalists, editors, broadcasters, photographers, videographers, critics, content creators, and freelancers, with a demonstrated editorial track record with a clearly defined plan for coverage of the festival.

CIFF reserves the right to request documentation and supporting materials as deemed necessary to verify applicants' qualifications, experience, and quality of work, to determine eligibility. This may include, but is not limited to recent work samples, assignment letters, publication details, audience metrics, or social media analytics.

CIFF also reserves the right to consider fulfillment and quality of prior coverage by applicants and media outlets when evaluating current and/or future accreditation applications and approvals.

Processing Timelines

Review and processing of applications may take up to seven (7) business days. Applicants will be notified of their status by email.

Booking Screening Tickets

Applicants must use CIFF's designated booking system to apply for and book screening tickets once single tickets go on sale or when tickets have been added to their account by CIFF.

Publication Requirements

Accredited media are required to publish a minimum of two (2) pieces of coverage about CIFF ahead of or during the festival dates. This can include, but is not limited to:

- Preview stories about the festival (print or digital)
- Film reviews (during the film's specific screening dates at CIFF)
- Red carpet coverage (interviews photography, videography, social media, etc.)

Failure to provide adequate coverage after receiving accreditation may affect an applicant and/or outlet's eligibility in subsequent years.

Accredited media must respect copyright and intellectual property rights and must ensure that any content, information, or imagery provided by CIFF and/or its representatives, sponsors, and affiliates is appropriately credited. This includes tagging and crediting CIFF's official social media handles on all

published and posted content, as well as appropriately crediting any other artists, creators, and media representatives whose content is shared or used.

Festival photography, red carpet footage, and approved media assets may only be used for editorial coverage related to CIFF, unless otherwise authorized in advance by CIFF in writing. Unauthorized commercial use is strictly prohibited.

Interviews and Access to Talent

Accreditation does not guarantee interviews, red carpet access, talent availability, or participation in press opportunities. Access to filmmakers, talent, and special guests is limited and may be prioritized based on editorial relevance, outlet reach, scheduling, or availability, and will be solely determined by CIFF.

Photography and Recording

Any recording of screenings is strictly prohibited. Photography during red carpet events and press conferences is subject to specific guidelines issued by CIFF at the time of accreditation, including requirements for appropriate crediting and tagging.

Conduct Expectations

Accredited media must uphold professional, ethical, and respectful conduct and behaviours throughout the festival and towards festival staff, volunteers, filmmakers, talent, publicists, venue partners, and fellow attendees.

Any inappropriate, disrespectful, or disruptive behaviour or conduct or failure to adhere to CIFF's policies and rules, as determined by CIFF in its sole discretion, may result in immediate revocation of accreditation and CIFF may require the individual to leave or be removed from the event and/or event premises. This includes, but is not limited to any form of harassment, discrimination, violence, disruptive behaviour, or misuse of credentials.

Embargoes and Confidentiality

Accredited media agree to abide by and uphold all embargoes, review restrictions, and confidentiality requirements communicated by CIFF, distributors, studios, filmmakers, or publicists. Violation of embargo and/or confidentiality terms may result in immediate revocation of accreditation and may affect future eligibility; applicants and outlets may also be subject to

additional liabilities or penalties, including legal consequences for any breach of embargo or confidentiality obligations.