

MEDIA ACCREDITATION TERMS & CONDITIONS

By submitting an application for media accreditation, the applicant agrees to the following Terms & Conditions.

1. APPLICATION & ACCREDITATION

All accreditation requests must be submitted through the official MYKEY FASHION INTERNATIONAL application form.

Submission of an application does not guarantee accreditation.

MYKEY FASHION INTERNATIONAL reserves the right to approve or decline any application at its sole discretion.

Approved applicants will receive official accreditation credentials and must display them at all times during the event.

2. PROFESSIONAL CONDUCT

Accredited media representatives, photographers, videographers, journalists, and content creators are expected to conduct themselves professionally and respectfully throughout the event.

Both MYKEY FASHION INTERNATIONAL and accredited media representatives agree to maintain professional, ethical, and respectful working relationships.

MYKEY FASHION INTERNATIONAL reserves the right to revoke accreditation if conduct is deemed unsafe, unlawful, abusive, disruptive, or harmful to the event, its participants, partners, sponsors, or guests.

3. MEDIA ACCESS

Accreditation grants access only to designated media areas and approved event locations.

Access to backstage, VIP, production, dressing rooms, or restricted areas requires prior authorization from the Organizer.

MYKEY FASHION INTERNATIONAL reserves the right to modify media access when necessary for operational, security, or production reasons.

4. OWNERSHIP OF CONTENT

Accredited media representatives retain full ownership and copyright of all original photographs, videos, interviews, and editorial content they create during the event.

Nothing within these Terms & Conditions transfers ownership of such content to MYKEY FASHION INTERNATIONAL.

5. LICENSE GRANTED TO MYKEY FASHION INTERNATIONAL

By accepting accreditation, the applicant grants MYKEY FASHION INTERNATIONAL a non-exclusive, worldwide, royalty-free license to repost, share, publish, distribute, display, and use event-related content created during the event for promotional, marketing, editorial, documentary, public relations, and archival purposes.

Whenever reasonably possible, MYKEY FASHION INTERNATIONAL will provide appropriate credit to the content creator.

6. MEDIA USAGE RIGHTS

Accredited media representatives are free to use their event coverage for:

- editorial publications;
- news reporting;
- professional portfolios;
- websites;
- social media platforms;
- exhibitions;
- professional promotional purposes.

7. CREDIT & ATTRIBUTION

When publishing event-related content, accredited media representatives agree, whenever reasonably possible, to identify MYKEY FASHION INTERNATIONAL and/or tag official event channels.

MYKEY FASHION INTERNATIONAL agrees to credit photographers, videographers, media outlets, and content creators whenever reasonably possible.

8. COMMERCIAL USE

Accreditation is intended primarily for editorial, journalistic, media, and promotional coverage.

Commercial licensing or sale of event content to third parties for advertising campaigns or commercial purposes may require prior written approval from MYKEY FASHION INTERNATIONAL.

9. RESPECT FOR PARTICIPANTS

Accredited media representatives agree to respect the privacy, dignity, and professional image of designers, models, partners, sponsors, staff, volunteers, and guests.

Defamatory, misleading, discriminatory, or harmful content is strictly prohibited.

10. ORGANIZER RESPONSIBILITIES

MYKEY FASHION INTERNATIONAL agrees to:

- provide reasonable media access based on accreditation level;
- communicate important event updates in a timely manner;
- maintain organized working conditions within designated media areas;
- provide official event information when available.

11. NO GUARANTEE OF EXCLUSIVITY OR COMMERCIAL VALUE

Accreditation does not guarantee exclusive access, interviews, media opportunities, commercial value, audience reach, or business opportunities.

12. LIABILITY

Attendance and participation are entirely at the applicant's own risk.

MYKEY FASHION INTERNATIONAL shall not be liable for equipment loss, theft, damage, personal injury, travel expenses, business interruption, or indirect losses.

13. EVENT MODIFICATIONS

MYKEY FASHION INTERNATIONAL reserves the right to modify schedules, venues, media access, event format, or accreditation policies when reasonably necessary.

14. FORCE MAJEURE

MYKEY FASHION INTERNATIONAL shall not be liable for postponement, interruption, cancellation, or modification of the event resulting from circumstances beyond its reasonable control.

15. GOVERNING LAW

These Terms & Conditions shall be governed by the laws of the Province of Quebec and the applicable laws of Canada.

Any disputes shall be subject to the exclusive jurisdiction of the courts of Quebec, Canada.

16. ACCEPTANCE

By submitting an application and attending the event, the applicant confirms that they have read, understood, and agreed to these Terms & Conditions.