



MEDIA ACCREDITATION TERMS AND CONDITIONS

For eligibility for media accreditation for Horse of the Year Show 2026 the applicant must be part of the editorial team, or on an assignment for, a specific publication, broadcast media or news service attending to specifically cover the event. Additionally, the applicant may be a content creator or influencer, creating media from the show for commercial use, if agreed prior to the event. Please note that media and content creators' attendance is not guaranteed and is subject to approval from Grandstand Media Limited at all times.

FOR PRESS:

- Media accreditation must be completed prior to the event.
- If working as a freelancer, all requests must include a letter of assignment (or similar letter) from a Media Outlet. The letter of assignment must be on a company letterhead, signed by the editor-in-chief/director of the Media Outlet. These can be sent to press@hoys.co.uk
- The quality of the Media Outlet's format and accuracy of its contents will be taken into consideration as part of the accreditation request approval process.
- Press/Media accreditation allows access for one person only, exclusively for the approved days outlined in their accreditation.
- Each application will be assessed on its own merit. Previous accreditation is no guarantee it will be granted in 2026.
- Only accredited photographers can take pictures at the show. Media accreditation alone does not allow photography to be permitted.
- Media accreditation does not give access to the arenas or the arena moats; these areas are restricted and subject to approval.
- All members of accredited media should sign in at the press office on each day of the show and collect appropriate armbands for photography/filming.
- All photographers or filming personnel granted access to the moats must wear an armband or access will not be granted by security. All personnel within the moats must be dressed appropriately – smart attire with no excessively bright colours or branding/slogans.
- Horse of the Year Show reserves the right to approve/reject/request further information on all applications at its sole discretion and without providing reasons for doing so.
- Horse of the Year Show reserves the right to withdraw the accreditation of any accredited person whom it deems is in breach of the relevant Media Accreditation Terms and Conditions.
- Only two photos from each class will be issued (one presentation, one action shot of the winner) and five extra photos from across the entire week will be issued upon specific request in writing to press@hoys.co.uk throughout the duration of the show or within 10 working days following the conclusion of the show. Extra photos can be purchased directly through 1st Class Images (<https://1stclassimages.com/>).
- Members of the media are advised to have their own public liability insurance.
- Media viewing seats are located within the grandstand for the Andrews Bowen International Arena and are for the purpose of accredited press only.

Please Note:

Websites - Only editorial staff from relevant websites may apply for accreditation. Websites using information and news linking from other sources will not be accredited.

Broadcast - Accreditation for reporters should be submitted using the accreditation form. All requests should be in accordance with standard broadcasting guidelines and subsequent guidelines of the organisers.



Photographers - Photographers will only be accredited to take photos for press or sponsors and are not to sell to competitors or the public either at the show or through any websites post-show. Failure to comply with this request may result in future accreditation applications being denied. In signing and submitting this accreditation, photographers agree to supply the organisers of Horse of the Year Show with a variety of high-quality images taken at the Show by request from the organisers for future promotion of the show. Grandstand Media Ltd will only provide photographs to third parties for the promotion of past, present and future events it organises. The individual photographer will be credited at all images. All enquiries about image use for non-Grandstand Media Ltd events will be directed back to the photographer.

FOR CONTENT CREATORS:

Content creators who are working for riders/commercial clients will be eligible for press accreditation specifically for this purpose. If approved, a fee of £400 + VAT will be issued, payable prior to the start of the show. This is a one-off cost per show, for the total duration of the show. You will receive full access to the press office and facilities, internet provisions and an official programme. Please see specific terms in addition to the Media Accreditation Terms and Conditions applicable to content creators below.

Content Creators Additional Terms and Conditions All content creators are subject to the general terms and conditions of press and press photographer/filming, in addition to the conditions as follows:

- The number of content creators at Horse of the Year Show will be limited, the quality of content and filming for equestrian clients will be taken into consideration as part of the process.
- Content creators must provide a list of riders and/or brands when submitting their application that they request to film during the show. This list is capped to a maximum of 10 rider commissions per content creator submission for the 2026 event.
- Content creators may ONLY film riders submitted and will not be permitted to canvas riders at the show for the purpose of filming during the event.
- Access to film in the arena moat is subject to approval of accreditation application.
- If your application is successful and you have paid the £400 + VAT fee, you will be issued with a relevant red armband. This is for ID purposes and must be always worn whilst working at the event.
- Any footage that is used by the content creator on their own channels should tag the relevant social handles for Horse of the Year Show as detailed below.
- Failure to follow the guidelines will void your application and your accreditation will be removed with immediate effect and without refund.

Horse of the Year Show Social Handles:

Facebook - @HorseoTheYearShow

Instagram - @wearehoys

TikTok - @horseotheyearshow