



# Spectator and Visitor Media Policy

Effective 2025 Show Season

We love that our fans want to capture and share the excitement of our national events!

To protect the safety of exhibitors and the work of our official media teams, please follow these guidelines:

## **Personal Use Only:**

Spectators are welcome to take casual photos and short video clips on phones or small personal cameras for their own memories or to share on personal social media pages.

## **No Professional-Style Content Without Credentials:**

Any professional-style content (as deemed by AHA) including photos or videos intended for sale, publication, promotional use, or brand content, is not permitted without approved media credentials.

## **Equipment Limits:**

Only phones or non-professional digital cameras with lenses **4" or smaller (when fully zoomed out)** are allowed for personal use. Professional cameras, video cameras of any kind, tripods, monopods, or other camera support equipment are **not** permitted unless you are a credentialed member of the media.

## **Where This Applies:**

These guidelines apply to all areas of the showgrounds, including **Competition Arenas**, barns, stalls, **Warm Up Pens**, and facility grounds.

## **If You're Unsure:**

When in doubt, ask the AHA Marketing Department before recording or posting. We're happy to clarify what's allowed so everyone can enjoy the show respectfully and safely.

For questions please contact the AHA Marketing Department at **303-696-4580**.

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**Spectator Media Pass Option:**

If you'd like the opportunity to capture photos or videos beyond casual spectator use, with your professional equipment, a **Spectator Media Pass** is available for **\$500** for the duration of the show.

To purchase, please contact the AHA Marketing Department at **303-696-4580**.

**Please Note: *This pass does not permit access inside the Competition Arenas, or the taking of photo or video into any Competition Arenas. It allows photography and videography only in designated public areas, including the grounds, barns, and Warm Up Pens.***