

Las Vegas
USA SEVENS 
INTERNATIONAL RUGBY TOURNAMENT & FAN FESTIVAL - FEB. 13TH & 14TH 2010

USA SEVENS PRINT/INTERNET CREDENTIAL APPLICATION

Media are invited to apply for credentials for the 2010 USA Sevens International Rugby Tournament at Sam Boyd Stadium in Las Vegas, February 13-14, 2010. Please read the following terms carefully.

Note that credential applications should be received by 5 p.m. (Pacific Time), Friday, February 5, 2010. Also note that all tournament credential applications must be accompanied by a copy of a valid passport or driver's license, and written request from that outlet's editor, on company letterhead.

TERMS OF MEDIA ACCREDITATION

- 1 Submission of this credential application does not guarantee a media pass for the tournament. USA Sevens LLC will make contact with all applicants to inform them whether or not their request has been successful.
- 2 All applicants and each news organization representative must read this application in full and complete and return it to the USA Sevens LLC by email (as an attachment), by post or fax. Note that every individual applying for accreditation should fill out a form. Reproduce as necessary.
- 3 All applications must be validated by a letter from the Editor, or person-in-charge, of the news organization OR a link to the reporter's bio or a by-lined story on the organization's website. If a letter or validating link is not received then the application will not be processed.
- 4 The applicant and news organization representative agree that any credentialed journalist/broadcaster will be bound by the terms set out in this application. A separate agreement is available for photographers.
- 5 If accreditation is granted, the applicant agrees to abide by the directions of USA Sevens LLC tournament staff in relation to times and areas of access for media personnel and safety at Sam Boyd Stadium.
- 6 USA Sevens LLC, IRB, USA Rugby and Sam Boyd Stadium reserve the right to withdraw the accreditation of any credentialed journalist/broadcaster before or during the tournament for any reason.
- 7 Broadcast media should note that the broadcasting of matches live via the Internet is prohibited. Also note that radio rights are non-exclusive.
- 8 If any TV or film organization is applying to film any aspect of the tournament, i.e. for documentary purposes, video production etc you must discuss request with event rights holder. Contact USA Sevens Mark Reilly (mreilly@usasevens.com) for details.
- 9 Arrangements for any telephone and Internet landline connections should be made with USA Sevens LLC, which in turn will arrange with Sam Boyd Stadium, once you have received your approved credential. Wireless internet will be provided.

Applications and inquiries should be sent to:

Sara John – Media and Press Operations Manager
Tel: 303/539.0300 ext. 101, 719/310.2606 (mobile) Fax: 303/539.0311 Email: sjohn@usarugby.org
Address: 2500 Arapahoe Ave., Suite 200, Boulder, CO 80302

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USA SEVENS RUGBY PHOTOGRAPHER CREDENTIAL APPLICATION

News photographers are invited to apply for credentials for the 2010 USA Sevens international rugby tournament at Sam Boyd Stadium in Las Vegas, Nev., on February 13-14. Please read the following terms carefully.

Note that credential requests should be received by 5pm (Pacific Time) Friday, Feb 5, 2010. Also note that all tournament credential applications must be accompanied by a copy of a valid passport or driver's license and written request, on letterhead, from that outlet's editor or producer.

There has been a significant increase in photographic applications for the USA Sevens. As a result, it is the intention of USA Sevens LLC only to grant access to credentialed photographers covering the tournament for news organizations.

Submission of this credential application does not guarantee a media pass for the tournament. USA Sevens LLC will make contact with all applicants to inform them whether or not their request has been successful.

Freelance and agency photographers may still apply for accreditation but their application must be in conjunction with a news organization and be supported by the relevant documentation.

All applicants and each news organization representative must read this application in full and complete, sign, date and return it to the USA Sevens LLC. Note that every individual applying for accreditation should fill out a form. Reproduce the form as necessary.

Applicants and news organization representatives agree that if granted entry to Sam Boyd Stadium as a credentialed photographer, the applicant and the news organization's representative are bound by terms set out in this application.

TERMS OF PHOTOGRAPHIC MEDIA ACCREDITATION

These terms apply to the taking and supply of photographs at the 2010 USA Sevens:

- 1 All applications MUST be validated by a letter from the Editor, or person-in-charge, of the news organization OR a link to the reporter's bio or a by-lined story on the organization's website, to be successfully processed.
- 2 Photographs can only be supplied or sold to news organizations for publication in newspapers, magazines or Internet news sites. They **cannot** be supplied or sold for books, television broadcasts, exhibitions or any other commercial purpose without the prior approval of the USA Sevens LLC. Failure to adhere to this condition will result in non-accreditation of the photographer and / or news organization for future USA Sevens tournaments.
- 3 If accreditation is granted, the applicant and the news organization's representative agree to abide by the directions of USA Sevens tournament staff in relation to times and areas of access for media personnel and safety at Sam Boyd Stadium.
- 4 USA Sevens LLC, IRB, USA Rugby and Sam Boyd Stadium reserve the right to withdraw the accreditation of any accredited photographer before or during the tournament for any reason.
- 5 USA Sevens LLC, USA Rugby and Sam Boyd Stadium reserve the right to request published examples of a photographer's work before completing an application.

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USA SEVENS - MEDIA CREDENTIAL APPLICATION

February 13-14, 2010 ♦ Sam Boyd Stadium ♦ Las Vegas

Applicant's Name: _____

News Outlet: _____

Website: _____

Outlet Editor/Producer: _____

Address: _____

Telephone: _____

Fax: _____

Mobile: _____

Email: _____

Type of media: Print Radio Internet Television Photo

Signatures, both for application and understanding of accreditation terms, are required for submitted applications that are submitted by fax or mail:

Signed _____ Date _____
Applicant

Signed _____ Date _____
News Organization's Representative (Editor/Producer)

Applications Deadline: 5pm (Pacific Time) Friday, Feb. 5, 2010.

Applications and inquiries should be addressed to:

Sara John – Media and Press Operations Manager
Tel: 303/539.0300 ext. 101, 719/310.2606 (mobile) Fax: 303/539.0311
Email: sjohn@usarugby.org
Address: 2500 Arapahoe Ave., Suite 200, Boulder, CO, 80302

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USA SEVENS RUGBY MEDIA INFORMATION

44 Matches ♦ 16 Nations ♦ February 13-14, 2010 ♦ Sam Boyd Stadium ♦ Las Vegas

The seventh annual USA Sevens, the largest international rugby tournament in North America, is the fourth of eight stops in the International Rugby Board's Sevens Schedule and will be played Feb. 13-14, at Sam Boyd Stadium in Las Vegas, Nevada in the United States.

PAST WINNERS:

2009: Argentina
2008: New Zealand
2007: Fiji
2006: England
2005: New Zealand
2004: Argentina

MEDIA CONTACTS

USA Sevens LLC/USA Rugby: Sara John: (office) 303-539-0300 x101 (cell) 719-310-2606 (fax) 303-539-0311
E-mail: sjohn@usarugby.org

USA Sevens PR Firm: R&R Partners - Catherine Levy: (office) 702.318.4212 (fax) 702.939.4212
E-mail: catherine.levy@rrpartners.com

IRB Sevens World Series: IRB - Seb Lauzier: (office) 00 353 1 240 9200
E-mail: seb.lauzier@irb.com

CREDENTIALS (Photo Identification Required For Credential Pick Up)

Media Access - By Credential to Press Box, Flash Interview Area

Photog Access - By Credential and Bib to Press Box, Flash Interview Area, Field of play

Pick Up - Monday-Thursday: 9 a.m. - 9 p.m. - Tournament Office (HARD ROCK HOTEL)
Friday: 9 a.m. - 4 p.m. - Sam Boyd Stadium (contact Sara John on site)
Saturday - Sunday: 9 a.m. - 4 p.m. - Sam Boyd Stadium (Media/Will Call entrance)

***if additional arrangements need to be made, contact Sara John (719/310.2606)**

VENUE DETAILS: Sam Boyd Stadium

MEDIA WORKROOM

The media workroom is located on the press level of the Sam Boyd Stadium Wells Fargo Tower. Access is gained through the main stadium entrance. Admittance is granted with valid 2010 USA Sevens credential only.

INTERNET

Wireless Internet access will be provided to all credentialed media free of charge at the Press Box, within Sam Boyd Stadium. This service will be available from Feb. 12-15. Other technology requirements (voice lines, ISDN lines, etc) will incur a direct cost to the media from third-party service providers. Should you require technology other than internet access, **please contact Sara John immediately, (719/310.2606)**

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INTERVIEWS

Due to the competition format, there will not be formal press conferences with the winning teams on either day of competition. However, media will be able to access the teams for interviews in the mixed zone area. Photographers may access the flash interview area via the field. For athlete or coach interviews prior to the tournament, please contact Sara John, at 719-310-2606. Friday's team walkthroughs are open to the media and public, and interviews are at the athlete and coaches' discretion.

PARKING

Located in the Main Parking lot off Russell Road, Media should enter through the Parking gate indicated on your allocated Parking Pass.

Media Parking Passes-- Media Parking Passes will be available through Sara John prior to the tournament. No parking access will be granted with media credentials, all cars must have a valid Parking Pass or otherwise pay the event parking fee. Open--8 a.m. Friday, Saturday & Sunday

Free shuttle – there will be a complimentary shuttle service running to Sam Boyd Stadium on event days only (Saturday and Sunday) from the following USA Sevens Partner Hotel Properties from 9.30 am.

- Hard Rock Hotel & Casino
- Palms Place Hotel (at Palms Casino Resort)
- Hooters Casino Hotel
- Golden Nugget Hotel & Casino
- Planet Hollywood Resort & Casino
- Sam's Town Hotel

PHOTOGRAPHERS

Per Sam Boyd stadium policy, both still and television photographers are prohibited from shooting from the stands.

PRACTICES

Certain Team practices Monday through Thursday are designated open to the media. Friday's team walkthroughs are open and run consecutively from 9.00 a.m. to 5 p.m. **A detailed walkthrough schedule will be available the week of the USA Sevens as teams register for times upon their arrival.**

PRESS HOSPITALITY

Light snacks and beverages will be provided in the press box daily from 10 a.m. to 4 p.m. Lunch will be available for purchase on the stadium Press Level.

RESULTS

A designated USA Sevens results service team will be tracking and producing match-by-match results and cumulative statistics that will be available and distributed in the press box.

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TRANSPORTATION

Directions to Sam Boyd Stadium

- Located on Russell Road in Henderson, Nev. (15 minutes East of Las Vegas)
- From Las Vegas Airport to Sam Boyd Stadium, head North out of airport on Swenson Avenue approximately a half-mile. Take a right on to Tropicana Avenue (heading East) and proceed 4-5 miles. Take a right on to the Boulder Highway then a left on to Russell Road. Russell Road leads directly into Sam Boyd Stadium.
- From I-15 South, exit East on Tropicana Avenue, take Tropicana past Boulder Highway and Sam Boyd Stadium will be on left.
- From I-95 South, exit on to Russell Road, head East and drive directly into Sam Boyd Stadium.
- From The Las Vegas Strip, head East on Tropicana Avenue (approx. six miles), which leads to Sam Boyd Stadium.

TOURNAMENT HEADQUARTERS

The USA Sevens Headquarters Hotel is the Hard Rock Hotel & Casino, Las Vegas.

The ground floor at the Paradise Tower of the Hard Rock Hotel will house the USA Sevens Tournament Office and will be staffed from 9 a.m.-9 p.m. during the week of the event, beginning on Monday February 8th.

HOTEL ACCOMMODATIONS

There are not specific Media rooms held, so early reservations are advised. Media Personnel are encouraged to book accommodations at any of the following USA Sevens partner hotels, which have been set up with preferred rates for the 2010 event. Please note that these preferred rates have various expiration dates at each property, so early booking is required for best value. Please ask for USA Sevens room block to qualify for the discounted rate where making reservations. Or book online through the USA Sevens website at <http://www.usasevens.com/travel.aspx>

- Hard Rock Hotel & Casino
- Palms Place Hotel (at Palms Casino Resort)
- Hooters Casino Hotel
- Golden Nugget Hotel & Casino
- Planet Hollywood Resort & Casino
- Sam's Town Hotel

ANCILLARY RUGBY EVENTS ASSOCIATED WITH 2010 USA SEVENS:

2010 Las Vegas Invitational Rugby Tournament

Star Nursery Fields at Sam Boyd Stadium

Thursday February 11th – Saturday February 13th, 2010

Competitions will include:

- Challenge matches for 15's
- Seeded Pool Play for 7's
- Traditional Touch Rules
- USA youth rugby rules
- Competitive and Non-competitive Master's

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2010 Rugby Fan Festival

UNLV Rebel Experience at Sam Boyd Stadium

Saturday February 13th – Sunday February 14th, 2010

International themed Festival featuring Entertainment, Food, Merchandise and Cultural Activities highlighting the home nations of the various competing teams.

2010 Opening Ceremony /Official Media Launch

Freemont Street – Downtown Las Vegas

Thursday February 11th 2010 (5:30pm TBC)

This event will be held outside at the famous Las Vegas landmark of Fremont Street. The event will be themed around an opening ceremony and will feature the arrival of all 16 teams who will be welcomed by City and State Officials. Open to public spectators, the ceremony will be followed by entertainment including music bands on the public stage and a street party.

Highlights include:

- Attendance of all 16 teams
- Opportunity for player photos and interviews
- USA Sevens Executives
- IRB Executives
- USA Rugby Executives
- City & State officials

WEBSITES

USA Sevens – www.usasevens.com

USA Rugby – www.usarugby.org

International Rugby Board – www.irb.com

IRB Sevens Series – www.irbsevens.com

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SCHEDULE OF EVENTS

Monday, Feb. 8

All Day - All teams arrive from various global destinations.

9 a.m. – 9 p.m. USA Sevens Tournament Office Hours for Credential Pick-Up

Tuesday, Feb. 9

9 a.m. – 9 p.m. USA Sevens Tournament Office Hours/Credential Pick-Up

Wednesday, Feb. 10

10a.m. – 9 p.m. USA Sevens Tournament Office Hours/Credential Pick-Up

Thursday, Feb. 11

9 a.m. – 9 p.m. USA Sevens Tournament Office Hours/Credential Pick-Up

7 p.m. – 9 p.m. USA Sevens Opening Ceremony/Media Launch

All Day - 2010 Las Vegas Invitational Rugby Tournament

Friday, Feb. 12

9 a.m. – 9 p.m. USA Sevens Tournament Office Hours

9 a.m. – 5 p.m. Credential Pick-Up: contact Sara John 719/310.2606 on site at Sam Boyd Stadium

9 a.m. - 5 p.m. Team Walk-throughs at Stadium (Open to the media)

All Day - 2010 Las Vegas Invitational Rugby Tournament

Saturday, Feb. 13

10 a.m. – 6 p.m. - 2010 Rugby Fan Festival Open

8 a.m. – 12 noon – 2010 Las Vegas Invitational Rugby Tournament – Finals Day

9 a.m. - 9 p.m. Sam Boyd Press Gates and Press Box Open

9 a.m. – 4 p.m. - Media Services Gate Open for Credential pickup

9:45 a.m. First Team Arrival to Sam Boyd

10.00 a.m. Public Gates Open

11.00 a.m. Matches 1-8

2:00 p.m. Matches 9-16 – estimated time prior to final schedule

4:00 p.m. Matches 17-24 - estimated time prior to final schedule

Sunday, Feb. 14

10 a.m. – 6 p.m. - 2010 Rugby Fan Festival Open

9 a.m. - 9 p.m. Sam Boyd Press Gates and Press Box Open

9 a.m. – 4 p.m. - Media Services Gate Open for Credential pickup

9:45 a.m. First Team Arrival to Sam Boyd

10.00 a.m. Public Gates Open

11.00 a.m. Matches 25-32, Quarterfinals Bowl/Cup

2.00 p.m. Matches 33-38, Semifinals - estimated time prior to final schedule

4:38 p.m. Matches 39-44, Cup Semifinals, Shield, Bowl, Plate, Cup Finals (presentations follow each final) – estimated time

Monday, Feb. 15

6.30 a.m. - 10:45 p.m. - Team Departures

7-10 a.m. USA Sevens Tournament Office Hours

** Times are subject to change and additional ancillary events may be added over the coming weeks **