

Media Guidelines & Code of Conduct

Explore Edmonton is pleased to welcome accredited media to CFR 2026. These guidelines are in place to ensure a safe, professional, and positive experience for media, guests, athletes, performers, and staff.

By accepting media accreditation, all media representatives agree to the following:

Professional Conduct

- Media must conduct themselves in a professional, respectful manner at all times
- All interactions with guests, performers, athletes, staff, and other media must be courteous and appropriate
- Disruptive, unsafe, or inappropriate behaviour may result in immediate removal from the event

Use of Media Credentials

- Media credentials must be worn and visible at all times while onsite
- Credentials are non-transferable and may only be used by the approved individual
- Lost or stolen credentials must be reported immediately

Access, Arrival & Escorting

- Media are required to coordinate their attendance in advance with the Explore Edmonton team whenever possible
- Accredited media must check in with Explore Edmonton staff upon arrival and will be escorted within the event site
- Access is permitted only to approved areas and must be facilitated by an Explore Edmonton representative
- Media must follow all directions from event staff and security at all times

Interviews & Talent Access

- All interview requests must be coordinated through Explore Edmonton
- Media may not approach athletes, talent, or staff for interviews without prior approval
- Explore Edmonton will facilitate interview opportunities where possible; however, availability is not guaranteed



POWERED BY



OCTOBER 7-10, 2026
ROGERS PLACE | EDMONTON, AB

Enforcement

Explore Edmonton reserves the right to:

- Revoke media credentials at any time
- Remove individuals from the event site
- Deny future accreditation
- This may occur if guidelines are not followed or if behaviour is deemed unsafe, disruptive, or inconsistent with event standards.

Acknowledgement

By accepting accreditation and attending CFR 2026, media representatives acknowledge and agree to abide by these guidelines.

We're here to support your coverage and help you get what you need. If you have questions or require assistance onsite, please connect with: CFRMedia@ExploreEdmonton.com.