



Special Consultative Status with the United Nations Economic and Social Council since 1987

ITA Media Partnership Agreement

Purpose

The International Tunnelling and Underground Space Association (ITA) values the contribution of its Media Partners in promoting knowledge sharing, innovation and industry developments within the tunnelling and underground space sector.

This Agreement outlines the mutual commitments between ITA and its Media Partners to maximise the visibility and impact of ITA activities, including the ITA World Tunnel Congress, ITA Tunnelling Awards, Working Groups and other initiatives.

The Agreement is designed as a mutually beneficial collaboration whereby ITA provides visibility, access and engagement opportunities in exchange for editorial coverage and promotion of ITA activities and events.

Through this partnership, ITA seeks to strengthen awareness of the tunnelling and underground space industry, facilitate knowledge exchange, and support high-quality industry reporting and communication.

Partnership Scope

Media Partnerships are agreed for a specific ITA event, such as the ITA World Tunnel Congress or ITA Tunnelling Awards.

The exact activities undertaken by each Media Partner may vary depending on the nature, audience and editorial focus of the publication. However, all Media Partners are expected to contribute to the visibility and promotion of ITA activities through editorial coverage and communication support.

ITA Commitments

As an ITA Media Partner, the partner organisation may benefit from:

- One event **registration** for a designated representative of each Media Partner organisation, subject to accreditation approval and applicable event policies;
- **Opportunities to interview** ITA representatives, keynote speakers, award winners and industry experts, subject to availability;
- **Access** to press releases, media kits, visual assets and other relevant communication materials;
- **Access to designated media facilities**, interview opportunities, and publication or promotional material distribution opportunities during ITA events, where applicable;
- **Recognition as an official ITA Media Partner** across relevant communication channels and event materials.

Media Partner Commitments

Media Partners are expected to actively support the visibility and promotion of ITA activities through a combination of the following actions.

- **Pre-Event Coverage**

Media Partners are expected to:

- Publish at least **one article, interview, announcement or editorial mention** prior to the event;
- Include the event in relevant industry **calendars, newsletters or event listings**;
- Display approved event banners, logos or promotional materials on relevant communication channels.

- **Event Coverage**

During the event, Media Partners are encouraged to:

- Publish at **least one event-related article, interview, announcement or editorial mention**;
- Share key updates, insights or highlights through social media channels and other communication platforms, where applicable;
- Cover relevant Congress activities, speakers, announcements, technical developments or industry trends.

- **Post-Event Coverage**

Following the event, Media Partners are expected to:

- Publish **at least one post-event article, interview, report or editorial mention** highlighting key outcomes, innovations or industry developments discussed **during the event**.

Reporting and Evaluation

To help assess the impact of the partnership and improve future collaboration, ITA may request examples of published coverage, such as articles, newsletters, social media posts, podcasts, videos, interviews and other relevant media outputs.

Where possible, Media Partners are encouraged to share links, audience metrics and other relevant information related to published content.

Following the event, Media Partners may be invited to complete a short Media Partner Impact Report summarising activities undertaken as part of the partnership.

Review of Partnership

ITA reserves the right to review Media Partner participation and engagement regularly. Future partnership opportunities may take into account the level of support, coverage and collaboration provided during previous partnership periods.

Acceptance

By accepting the benefits associated with this Media Partnership Agreement, Media Partners acknowledge and agree to the principles and expectations outlined in this document.

A separate signed agreement is not required unless otherwise agreed between ITA and the Media Partner.