

SHTX Media Policy



In order to protect our membership, our sponsors, our events, our brand and our horses, the SHTX Board has approved the following media policy that will be enforced at all events.

All those wishing to shoot photography/video on show grounds with anything more than a cell phone must sign the digital media agreement located at the bottom of the policy. Lack of a signed agreement can result in removal from show grounds & use of any images will be prohibited.

At Events with an Official Photographer (The Gathering, SHTX World)

The contracted photographer is the only photographer allowed to take photos or videos of action/activity in the arenas or competition areas with any equipment other than a cell phone.

- Visitors, spectators and exhibitors at the Stock Horse World Show are permitted to take photographs and record video of their own horses **IN COMPETITION AREAS for personal use only WITH A CELL PHONE.**
- Those desiring to use professional photography equipment to capture photos and video **outside the competition areas** must come to the office to sign a media agreement.
- Media credentials may be issued, at show management's discretion, to journalists on assignment for recognized magazines, newspapers, websites, media networks, and other approved media outlets.
- In some cases, a Commercial Media Pass will be available for purchase, depending on the contract with the photographer.

It is strictly forbidden for any media, spectators, visitors or exhibitors to sell, post or give away photos or videos taken inside competition areas at The Gathering or the Stock Horse World Show.

At Other SHTX Events

Anyone wishing to take photographs and/or video using more than a cell phone must check in at the show office and sign a media agreement that states their intent and purpose of the photography or videography. This includes those taking pictures of family members. This policy applies to the entire show grounds at a Stock Horse of Texas event including, but not limited to, competition arenas; warm up arenas; barn and stall areas; and cattle facilities.

Photographers wishing to take and sell photography should call the SHTX office to make arrangements.

Use of the SHTX logo is strictly prohibited unless a sponsor agreement on file grants logo usage.

Sign the [Media Agreement Here](#)



Frequently Asked Questions

At the Western Horseman Stock Horse World Show & The Gathering:

- *Can I shoot cell phone video & pics of my horse?* Yes!
- *Can my college team take pictures with a professional camera for our team?* No. A professional photographer has exclusive rights to images in the arena at the world show.
- *I have a business, and I want to take pictures of riders using our products. Can we do that?* Not inside the arena due to our contract with a professional photographer. You can purchase photos from the contracted photographer. If you want to take images outside the area, please come by the office to sign a media agreement.
- *Can my friend who's trying to start a photography business come shoot pictures?* No, only the contracted professional photographer can take pictures at this show.
- *Can I take pictures of my kids or friends with my camera?* No, only the contracted professional photographer can take pictures at this show.

At a weekend Stock Horse of Texas event

- *Can I shoot cell phone video & pics of my horse?* Yes!
- *Can my college team take pictures with a professional camera for our team?* Yes, but they must sign a media agreement first.
- *I have a business and I want to take pictures of riders using our products. Can we do that?* Yes...please come to the office to sign a media agreement.
- *Can my friend who's trying to start a photography business come shoot pictures?* That depends...Please ask them to call the office.
- *Can I take pictures of my kids or friends with my professional equipment?* Yes, but you must sign a media agreement first.