

## General Guidelines for Accreditation of Journalists, Bloggers & Influencers at the Leipzig Trade Fair

As trade fair organisers, we want to make it easier for journalists, bloggers and influencers to access information about our events and our company with the help of an accreditation procedure. Accreditation is granted exclusively for journalistic reporting purposes.

### The following persons are entitled to media accreditation:

- a. Persons from Germany or abroad who can provide the following proof of journalistic (including photojournalistic) employment (related to the topic of the exhibition in question):
- b. By presenting by-line articles published no earlier than six months before the time of the event
- c. By presenting a legal notice in which they are named as editors, permanent editorial staff or authors, and which is no older than three months at the time of the event
- d. By presenting a written commission from a complete editorial office, in the original, relating to the current exhibition
- e. By means of a weblink to an online publication that is well established in the industry community in question and that can prove an adequate reach. In these cases, advance accreditation is necessary due to the extra verification effort. Online media of this type must have been in existence for at least three months, must produce regular entries and the most recent article relating to the topic of the exhibition must be no older than three months.
- f. By presenting a document no older than six months stating that they work for a school magazine, or by presenting a valid ID from a youth press organisation, or by presenting written confirmation from a school stating that they work for the school magazine in an editorial capacity
- g. Holders of a valid press card from a German or foreign journalists' association

We point out that presenting a press card is generally not, in itself, sufficient grounds for accreditation. The exhibition organiser reserves the right to request further proof of journalistic employment as specified in items a to e. Credentials should be presented in German or English. The exhibition organiser reserves the right in individual cases to also demand presentation of a valid photo ID. There is no automatic right to accreditation. If necessary, the exhibition organiser shall exercise its domiciliary rights.

### Accreditation information for Influencers, Bloggers, YouTubers, Instagramers and Twitterers

In order to obtain press credentials, the following requirements must be met:

- Post content must be related to the respective trade fair.

- Blogs or (social media) channels need to have existed for at least one year prior to the start of the respective trade fair.
- There must be relevant and regular journalistic reporting (at least 12 articles per year).
- The last post cannot be older than 1 month at the time of accreditation.
- The editor's full name (no pseudonyms, artist names, etc.) must be visible on the blog page or social media channel. If this does not appear in the legal notice, the identity of the person to be accredited must be proven by other means (screenshot of the private log-in area, ID cards with artist's name, etc.).
- Only those editorially responsible for the blog (including photographers and cameramen - if named in the legal notice) will be accredited.
- If several contributors share the (social media) channel, the individual entries must be identified by name.
- We reserve the right to limit the number of people to a maximum of 5 per (social media) channel.

**The following groups of persons shall not be accredited:**

- Persons without journalistic credentials, such as account managers, sales managers, advertising managers or webmasters,
- PR consultants and private companions
- Germans resident in Germany who present a foreign press card
- Persons who present a written commission from a freelance journalist
- Persons who are exclusively active in social networks in a private capacity

**Please note! Accreditation is not guaranteed.**

*Last updated: July 1, 2019*