

Accreditation guidelines

For journalists, influencers, bloggers and photographers:

We want to make it possible for journalists, influencers, bloggers and photographers to have access to our event by providing accreditation. Accreditation is provided exclusively for the purpose of media coverage. In order to ensure coverage in line with the industry, we apply the following criteria for accreditation:

- Owners of a valid press ID from a domestic or foreign journalists' association
- Persons from Germany or abroad who can prove their journalistic (including photojournalistic) activities as follows:
 - By submitting original named articles that are not older than six months at the time of the event
 - By submitting an original imprint in which you are named as editors, permanent editorial staff or authors and which is not older than six months at the time of the event
 - By submitting an original written order from an editorial office with reference to the current event
 - By means of a web link to an online publication created by the applicant. This online publication must have existed for at least three months and show regular entries.
 - By presenting proof that you have been working for school newspapers for no more than six months or by presenting a valid identity card from youth press organizations

The following groups of persons will not be accredited:

- Germans resident in Germany who present a foreign press card
- Persons without journalistic credentials
- Persons who present a written assignment from a freelance journalist
- Persons who are only privately active on social networks
- Persons who identify themselves as journalists using only business cards

Furthermore, we reserve the right to check proof of journalistic activity, even if a press ID is presented. In addition, we reserve the right in individual cases to request the presentation of a valid identity document with a photograph. There is no right to accreditation.