

Accreditation for Media Representatives

As the organiser of the trade fair, we aim to facilitate access for journalists to information about our events and our company through an accreditation process. Accreditation is granted solely for the purpose of media coverage.

Media Accreditation may be granted to:

Persons from Germany or abroad who can prove their journalistic (including photojournalistic) or editorial activities (related to the respective trade fair topic) as follows:

- a) by submitting authored articles or contributions (print, online, TV, radio) related to the trade fair's subject matter, which are no more than six months old at the time of the event,
- b) by submitting an imprint in which they are listed as editors, permanent editorial staff members, or authors, which is no more than three months old at the time of the event,
- c) by submitting an original written assignment from a full editorial office with specific reference to the current trade fair,
- d) by presenting proof not older than six months that they have been working for school or university newspapers, or by presenting a valid ID card from a youth press organization.
- e) Holders of a valid national press card (<https://www.presserat.de/presseausweis.html>) or a press card issued by a foreign journalists' association.

As a rule, presentation of a press card is not the sole basis for accreditation. The trade fair organiser reserves the right to request further proof of journalistic activity in accordance with points a) – d) above

Credentials should be submitted in German or English. The organiser also reserves the right to request the presentation of a valid photo ID. There is no legal entitlement to accreditation. If necessary, the organiser will exercise its domiciliary rights.

Separate guidelines apply for content creators.

The following groups will not be accredited:

- Persons without journalistic credentials, such as account managers, sales managers, advertising managers, webmasters, staff of corporate blogs or corporate websites, PR consultants, product testers and private accompanying persons.
- German nationals residing in Germany who present a foreign press card.
- Persons who present a written order from a freelance journalist.
- Persons who are exclusively active in social networks on a private basis.
- Persons who wish to attend trade fairs solely for the purpose of sales for their own fee-based radio, TV, photo, or online productions.