

Content

1. Accreditation Conditions for Media Representatives	1
2. Spielwarenmesse eG Accreditation Guidelines for Media Representatives	2
3. Spielwarenmesse eG Accreditation Guidelines for Content Creators	3

1. Accreditation Conditions for Media Representatives

Accreditation is possible for media representatives who present the following documents as proof of their eligibility as active journalists:

- Evidence of editorial articles published under your own name (not more than six months old).
- Or a current editorial assignment.
- Or a legibly copy of your valid and officially recognized press card from a journalists' association in Germany or abroad (for freelance journalists only in conjunction with a current report).

PR and advertising agencies will only be accredited if they work for one of our exhibitors and have sufficient proof. Legitimation should be submitted in German or English.

Kindly note, that Spielwarenmesse eG reserves the right to conduct further investigations to establish proof of journalistic activities.

2. Spielwarenmesse eG Accreditation Guidelines for Media Representatives

Only the following are eligible for accreditation:

1. Holders of a valid press card.
2. Holders of passes issued by journalism associations which cooperate in exhibitions with Spielwarenmesse eG and members (aged 16 and over) of youth press organizations and school newspapers with a suitable valid pass issued by the respective organization.
3. Members of recognized organizations of foreign press representatives.
4. Radio and TV journalists and production firms providing proof of an editorial order from a station (original letterhead, no copies).
5. Journalists from Germany and abroad,
 - who can prove their eligibility with evidence of recent articles bearing their name (presentation of originals).
 - who can present a current original imprint in which they are listed as editors, permanent members of the editorial staff or authors. Authors must present a current book title and provide informative proof of a connection with the respective exhibition.
6. Press photographers who can provide evidence of their journalistic work.
7. Members of Internet editorial offices with a valid press card, who belong to full editorial offices or publishers, provide proof of publication of mainly their own journalistic content, or whose online publications are established information channels in the respective exhibition community.
8. Persons who can prove that they work for the press and public relations department of an authority or institution, as press spokesperson or in the press offices of exhibiting companies.
9. Persons who need press information for charitable purposes, e.g. radio for the blind, disabled associations, or an escort person (work permit) on proof of disability.
10. In individual cases, Spielwarenmesse eG reserves the right to ask to see an identity card, passport or other official authorization document.

Spielwarenmesse eG also reserves the right to make further checks of the proof of journalistic activity and to exercise its domiciliary rights if necessary.

3. Spielwarenmesse eG Accreditation Guidelines for Content Creators

Subject to checks by the Spielwarenmesse eG, bloggers/YouTubers/Instagramers can be awarded accreditation for the purpose of editorial reporting under the following conditions:

- Your blog, YouTube or Instagram channel is devoted to editorial reporting with text, photos and/or film. The person requiring accreditation must be featured there by name.
- Under normal circumstances, your blog, YouTube or Instagram channel needs to have been up and running for at least six months.
- The content of your account must be thematically related to the trade fair and target the product groups covered by the Spielwarenmesse®.
- You must publish items using text, photos and/or film on a regular basis, i.e. at least once a month, and they must be relevant to the trade fair's target groups.
- In addition, you need to provide proof of certain metrics such as page impressions, unique visitors or length of visits using screenshots from the past six months.

We reserve the right to limit the number of approved individuals per blog/social media site.

Accreditation will not be awarded to:

- Individuals who are active on social media solely in a private capacity
 - Blogs with a sales channel/shop*
 - PR blogs*
- *see Trade Visitor Registration

Receiving accreditation for previous events does not mean that you automatically qualify for accreditation at the current event. Accreditation is not a legal right.

The accreditation form has to be completed in full and truthfully. Every application will be checked manually by our team. We reserve the right to request further proof of your journalistic activity in line with the abovementioned points. We will let you know whether you meet the accreditation criteria. Your data will only be used for internal purposes and will not be passed on to third parties.