

Accreditaion guidelines

The following persons are eligible for accreditation:

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):

1. By presenting by-line articles published no earlier than six months before the time of the event
2. 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
3. By presenting a written commission from a complete editorial office, in the original, relating to the current exhibition
4. Content creators for a social media channel, podcast, B(V)log or streaming platform that are thematically related to the respective trade fair, have been in existence for at least six months, have regular entries and an appropriate reach. The reach must be proven by key figures such as page impressions, unique visitors or length of stay. In these cases, prior accreditation is required due to the increased verification effort. The person to be accredited must be verifiable in this medium with an online link, either by naming them in the imprint or by posting their name. The contributions must be proven to have been written personally with a thematic reference to the trade fair. A limited number of people will be accredited per channel or platform. The organizers may impose restrictions in individual cases
5. By presenting a document no older than six months stating that they work for a school or univerty magazine, or by presenting a valid ID from a youth press organisation
6. 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. Koelnmesse GmbH reserves the right to request further proof of journalistic employment as specified in items 1 to 5.

Credentials should be presented in German or English. Koelnmesse GmbH reserves the right in individual cases to also demand presentation of a valid photo ID. There is no automatic right to accreditation. If necessary, Koelnmesse GmbH shall exercise its domiciliary rights.

We reserve the right to apply minor additions and exceptions to these accreditation guidelines for certain fairs and events.

We advise you that data received for the purpose of processing your accreditation may be also used for the clarification of queries.

The following groups of persons shall not be accredited:

- Persons without journalistic credentials, such as account managers, sales managers, advertising managers or webmasters, employees of corporate blogs or corporate websites, PR consultants, product testers 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
- People who want to use trade fairs solely for acquisition purposes for their own paid radio, TV, image or online productions