

## General accreditation guidelines for journalists, bloggers & content creators for Leipziger Messe

As a trade fair organiser, we want to make it easier for journalists, bloggers and content creators to access information about our events and our company via accreditation. Accreditation is granted solely for the purposes of journalistic reporting.

### Media accreditation can be obtained by

Persons from Germany or abroad who can prove their journalistic (including photo-journalistic) activities (with reference to the respective trade fair topic) as follows:

- a. by submitting bylined articles no older than six months at the time of the event,
- b. by submitting publication details in which they are named as an editor, member of permanent editorial staff or author and which is no older than three months at the time of the event,
- c. by submitting an original copy of a written order from a full editorial team with reference to the current trade fair,
- d. via a web link to an online publication (e.g. online magazine, blog, YouTube/Twitch or social media channel) that is established in the respective industry community, reports regularly (at least twelve articles per year) and has an appropriate reach. In these cases, prior accreditation is required due to the increased time and effort involved in the assessment. Such online media must have existed for at least twelve months, have regular content and the last contribution relating to the trade fair topic must be no more than one month old.
- e. by submitting proof (no older than six months) that they have been working for school newspapers, or by presenting a valid ID card from a youth press organisation, or by presenting written confirmation from the school confirming their editorial work for the school newspaper.
- f. Holders of a valid press card from a domestic or foreign journalism association.

We would like to point out that the presentation of a press card alone generally does not constitute grounds for accreditation. The trade fair organiser reserves the right to request further evidence to verify the journalistic activity in accordance with points a) to e) above. The credentials should be submitted in German or English. The trade fair organiser reserves the right in individual cases to additionally request the presentation of a valid photo ID. There is no right to accreditation. If necessary, the trade fair organiser will make use of its house rules.

### Additional accreditation information for bloggers and content creators

The following additional requirements must be met for successful media accreditation:

- The full name of the editor (no pseudonyms, pen names, etc.) must be visible in the blog or (social media) channel. If this does not appear in the publication details, the person to be accredited must be clearly proven by other means (screenshot of the private log-in area, ID with artist name, etc.)
- Only those editorially responsible for a blog/channel (including photographers and cameramen – if named in the publication details) will be accredited.

- If several people run the blog/channel, the authors of the individual posts must be named.
- We reserve the right to limit the number of authorised persons per blog/channel to a maximum of three.

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

- Those without journalistic legitimacy
- Private accompanying persons
- Germans resident in Germany who present a foreign press card
- Persons who submit a written assignment from a freelance journalist
- Persons only privately active on social networks

**Important! There is no right to accreditation.**

*Last updated: 1 November 2024*