

Accreditation for media representatives

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As trade fair organizer it is in our own interest to provide journalists with easy access to information about our events and our company by means of accreditation. 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) on the trade fair theme that are no more than six months old at the time of the event,
- b. by submitting an imprint in which they are named as editors, permanent editorial staff or authors, and which is not older than three months at the time of the event,
- c. by submitting a written order from a full editorial team in the original with 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' organization.

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

The credentials should be submitted in German or English. The trade fair organizer reserves the right to ask for valid photo identification in individual cases to verify identity. There is no right to accreditation. If necessary, the trade fair organizer will make use of its domestic authority.

The following groups of persons will not be accredited:

- **Persons without journalistic credentials**, such as account managers, sales managers, advertising managers, webmasters, employees of corporate blogs or corporate websites, PR consultants, product testers and private accompanying persons.
- Germans resident in Germany who present a foreign press card.
- Persons who present a written order from a freelance journalist.
- Persons who are only privately active on social networks.
- Persons who wish to use trade fairs solely for acquisition purposes for their own fee-based radio, TV, image or online productions.

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