

General accreditation guidelines for Content Creator

As an exhibition organizer we want to make it easier for Content Creator to access information about our events and our company by offering accreditation.

Content creators can be accredited for the purpose of editorial reporting at our events after review by Messe Düsseldorf under the following conditions:

- a) The social media channel, podcast, B(V)log or streaming platform must contain a thematic reference to the topic of the trade fair and have regular relevant posts. The last post should not be older than one month. The social media channel, podcast, B(V)log or streaming platform should have been in existence for at least six months.
- b) It must be clearly recognizable that the posts were written by you personally with a thematic reference to the trade fair.
- c) The social media channel, podcast, B(V)log or streaming platform must have an imprint in which you are listed by name. Pseudonyms or artist names are not accepted.
- d) For accreditation, you must provide evidence of the relevant key figures such as page impressions, unique visitors or dwell time from the last six months for all the channels you use. Screenshots and analysis tools serve as proof.
- e) Messe Düsseldorf reserves the right to subject the social media channels, podcasts, B(V)logs or streaming platforms to a qualitative check. Information on the reach is helpful for checking the accreditation request.
- f) If you are working on behalf of a medium, you must provide evidence of contributions that are regularly published under your name on established social media channels, podcasts, B(V)logs or streaming platforms.
- g) A maximum of three people will be accredited per social media channel, podcast, B(V)log or streaming platform. The accompanying persons must be technical or editorial staff or employees of the

management of the respective (social media) channel (e.g. photographers, videographers, editorial assistance, etc.). The prerequisite for accreditation is that they are named in the legal notice of the (social media) channel. If a channel is managed editorially by several people, individual contributions must be identified by name. Additional accompanying persons are not permitted.

h) Accreditation at previous events does not automatically mean authorization for the current trade fair. There is no right to accreditation.

i) Accreditation requests from the social media channel, podcast, B(V)log or the streaming platform must be submitted exclusively via online accreditation up to one week before the start of the trade fair

j) Accreditation will not be granted if you are not at least 16 years old at the start of the trade fair.

k) There must be relevant and regular journalistic coverage (at least twelve articles per year).

Generally not accredited:

- **Content creators who exclusively test products (pro-product testers)**
- **People who are only active privately in social networks**
- **Private accompanying persons**
- **Social media channels, podcasts, B(V)logs or streaming platforms that are used exclusively for the purpose of commercial distribution/sale of goods and services**