

General accreditation guidelines for Bloggers/Vloggers:

Bloggers/YouTubers/Instagrammers can register for the purpose of editorial reporting at our events after examination by Messe Düsseldorf under the following conditions:

a) The Blog/YouTube/Instagram Channel must contain a thematic reference to the theme of the trade fair and regularly feature relevant articles. The last post should not be older than one month. The Blog/YouTube /Instagram channel should have existed for at least one year or longer.

b) It must be clear that the articles have been written by you personally, with a thematic reference to the trade fair.

c) The Blog/YouTube/Instagram channel must have an imprint in which you are named.

d) Bloggers/YouTubers/Instagrammers working on behalf of a medium must provide evidence of contributions that are regularly published under their name on established blogs/YouTube/Instagram channels.

e) We reserve the right to limit the number of people allowed per blog/YouTube/Instagram channel.

f) An accreditation for previous events does not automatically mean a legitimation for the current fair. There is no guarantee of accreditation.

g) Bloggers/YouTubers/Instagrammers must apply for accreditation online and have up until one week before the start of the fair to do so. After this point, accreditation requests from Bloggers/YouTubers/Instagrammers will not be accepted.

h) The Blogger accreditation form must be filled out truthfully and completely.