

## Spielwarenmesse eG Accreditation Guidelines for Content Creators

Subject to checks by the Spielwarenmesse eG, bloggers/YouTubers/Instagramers can be awarded accreditation for the purpose of editorial reporting under the following conditions:

- Your blog, YouTube or Instagram channel is devoted to editorial reporting with text, photos and/or film. The person requiring accreditation must be featured there by name.
- Under normal circumstances, your blog, YouTube or Instagram channel needs to have been up and running for at least six months.
- The content of your account must be thematically related to the trade fair.
- You must publish items using text, photos and/or film on a regular basis, i.e. at least once a month, and they must be relevant to the trade fair's target groups.
- In addition, you need to provide proof of certain metrics such as page impressions, unique visitors or length of visits using screenshots from the past six months.
- We reserve the right to limit the number of approved individuals per blog/social media site.

Accreditation will not be awarded to:

- Individuals who are active on social media solely in a private capacity
  - Blogs with a sales channel / shop\*
  - PR blogs\*
- \*see Trade Visitor Registration

Accreditation is not a legal right. The accreditation form has to be completed in full and truthfully. Every application will be checked manually by our team. We reserve the right to request further proof of your journalistic activity in line with the abovementioned points. We will let you know whether you meet the accreditation criteria. Your data will only be used for internal purposes and will not be passed on to third parties.