



Accreditation of journalists

Media accreditation may be obtained by individuals from Germany or other countries who can provide proof of their journalistic (including photo-journalism) activities (relating to the topic of the exhibition in question) as follows:

- a. By presenting by-line articles published no earlier than six months before the time of the event
- b. By presenting a legal notice in which they are named as editors, permanent editorial staff or authors, and which is no older than three months at the time of the event
- c. By presenting a written commission from an in-house editorial office, in the original, relating to the current exhibition
- d. By means of a web link to an online publication with a reference to the topic of the exhibition or that is established in the industry community and can demonstrate an adequate reach. In these cases, advance accreditation is necessary due to the extra verification effort. Online media of this type must have been in existence for at least three months, must produce regular entries and the most recent article relating to the topic of the exhibition must be no older than three months. (In individual cases, separate, more detailed accreditation rules may be specified for bloggers, with a separate status for bloggers.)
- e. Holders of a valid press card from a German or foreign journalists' association

We would like to point out that presenting a press card is generally not in itself sufficient grounds for accreditation. The trade fair organizer WZF GmbH and the implementing organisation NürnbergMesse reserve the right to request further proof to verify journalistic activity as per items a – d above.

Credentials should be presented in German or English. The exhibition organiser reserves the right in individual cases to also demand presentation of a valid photo ID. There is no automatic right to accreditation. If necessary NürnbergMesse will exercise its rights as the owner of the property.

The following groups of persons will not be accredited:

- Persons without journalistic credentials, such as account managers, sales managers, advertising managers or webmasters, PR consultants and private companions
- Germans resident in Germany who present a foreign press card
- Persons who present a written commission from a freelance journalist
- Persons who are exclusively active in social networks in a private capacity