

ACCREDITATION GUIDELINES FOR JOURNALISTS, BLOGGERS AND PHOTOGRAPHERS

Accreditation is granted solely for the purpose of enabling journalistic coverage. We therefore reserve the following criteria for obtaining press accreditation.

The following individuals may obtain press accreditation by presenting one of these credentials*:

- / Holder of a valid press pass from a journalists' association
- / Individuals who can provide proof of their journalistic (or photojournalistic) activities in German or English:
 - / Original copy of a recent article bearing the author's name **or**
 - / Original copy of a recent imprint in which the person is listed as an editor **or**
 - / Original copy of an editorial assignment (in writing) with specific reference to the fair **or**
 - / Current proof of involvement with school newspapers or youth press organisations
- / Bloggers obtain accreditation by providing a web link to their own book industry-related blog / website. Eligibility for accreditation is determined based on the availability of articles from the current calendar year.

The following items do not qualify for accreditation:

- / Business cards, passport photos, photos
- / CVs
- / Articles, poems or the like written on blank paper
- / List of publications

If your credentials meet our guidelines, you will receive confirmation of your accreditation via e-mail starting in July. This e-mail will also contain a link to your online press pass. As fair organiser, we reserve the right to determine eligibility for accreditation and to request additional credentials. Accreditation is not guaranteed.

*Please upload your credentials to your My Book Fair profile:
<https://en.book-fair.com/mbf/services/login.aspx>