

ACCREDITATION GUIDELINES for journalists and bloggers 2021

Dear Media Partners,

In order to guarantee industry-relevant reporting, we have established the following criteria for press accreditation.

You can receive a press accreditation by uploading a valid form of identification to our “My Book Fair” portal (<https://www.buchmesse.de/en/mbf>).

We will grant accreditation to the following groups of persons:

1. Holders of a press pass from a journalistic association that is **valid** for the duration of the Buchmesse (please use the indicated data format and upload the front and reverse side).
2. Persons who can validate their (photo-) **journalistic activity** in German or English language by presenting at least one of the following:
 - **current** articles that were published **under their name**
 - **current** masthead/credits in which they are **personally named**
 - an original copy of a written **editorial assignment** with reference to the **current** Frankfurter Buchmesse
 - **current** proof of activity for scholastic newspapers or youth press associations
3. Bloggers can be accredited with a weblink to their own blog*, podcast, Youtube or Instagram channel. All of the following conditions must be met in order to qualify for accreditation:
 - the blog* must be **industry-relevant**
 - the blog* must contain a **masthead/credits** containing the **name of the accredited operator of the blog**
 - the blog* **regularly** presents entries from the **current** calendar year
 - the blog* should be **at least 6 months old**
 - the blog* meets the **quality standards** of Frankfurter Buchmesse (professional appearance, spelling etc.)

If your application is **denied**, we kindly ask you to **refrain from further inquiries by telephone or in written form**. Because of the high number of accreditations, we will not have time to **consider individual cases**. It is, however, possible for you to adapt your medium/blog to meet our conditions for accreditation. Having done so, you can then re-apply.

As trade fair organiser, we reserve the right to have the final say on accreditation and to demand further verification. There exists no right to accreditation.

Bloggers and school newspaper journalists **under the age of 14** must be **accompanied** to Frankfurter Buchmesse by an adult.

Accreditation will NOT be granted based on, among others: business cards, passport photos, CVs, handwritten documents, lists of publications, activity as book author.

*A blog may also be a book industry relevant social media channel on Instagram, Youtube, TikTok or Twitter