



PRESS ACCREDITATION ACCREDITATION GUIDELINES*

The trade fair organizers are aiming to facilitate access to information on their events and their company by accreditations. Accreditations are only done for the purpose of journalistic reporting and coverage.

Accreditations for the event "jazzahead!", organized by Messe Bremen, are given out to persons who can prove their journalistic (or photo-journalistic) branch-related occupation in of the following ways:

- a. on presentation of a name-related article, which is not older than six month at the time of event
- b. on presentation of an imprint not older than three months at the time of the event, listing them as editor, permanent editorial staff or author
- c. on presentation of a written, original copy of an editorial job assignment for the trade fair in question
- d. by providing a web link to an online publication, of which that person is the originator, which is established within the respective trade fair community and a proof of a reasonable reach. In such cases pre-accreditation is necessary due to an extended verification process. Such online media must exist for at least three months at the time of accreditation, must proof articles are published on a regular basis and the last article with relation to the event branch must not be older than three months. In some cases separate guidelines for bloggers and a separate status for bloggers might apply.
- e. by submitting proof, not more than six months old, that a person works for student publications, or by submitting a valid press pass from a youth press organisation.
- f. holders of a valid press card of a national or international association of journalists.

Please note that the presentation of a press card is not the sole basis for an accreditation. Apart from that, the trade fair organizers reserve the right to further verify the journalistic work according to a – e. Legitimation should be submitted in German or English. In individual cases the trade fair organisers reserve the right to additionally request submission of a valid ID containing photographic identification. There is no entitlement to accreditation. If necessary the trade fair organisers reserve the right to restrict accreditation or to revoke it entirely and ban persons from the premises.

No accreditations are given out on the grounds of:

- persons without journalistic legitimation, such as sales representatives, sales manager, advertising managers, Webmaster, PR manager and consultants, private accompanying persons
- Germany based German journalists who present a foreign press card
- persons presenting a job assignment written by a freelancer
- persons who use a private social media account as proof of journalistic activity
- business cards
- Invitations of exhibitors to press conferences or other events or appointments
- Company ID cards of a broadcasting organization, editorial office, or company.