

Accreditation conditions for media representatives

Accreditation is possible for journalists who present the following documents as proof of their eligibility as active journalists:

- Evidence of editorial articles published under your own name (not more than six months old, except articles about Spielwarenmesse® 2020 or Spielwarenmesse® BrandNew) or
- A current editorial assignment or
- A legibly copy of your valid and officially recognised press card from a journalists' association in Germany or abroad (For freelance journalists and new accreditation we kindly ask you to send us in addition another proof of eligibility named above.)

One of the three possible forms of proof must demonstrate a clear link to the industry.

PR- and advertising agencies will only be accredited if they work for one of our exhibitors and have sufficient proof. Legitimation should be submitted in German or English.

Kindly note, that Spielwarenmesse eG reserves the right to conduct further investigations to establish proof of journalistic activities.