

Accreditation Guidelines

Press accreditation is available to:

Individuals from Germany or abroad who can provide proof of their journalistic (including photojournalistic) work (related to the respective trade show theme) as follows:

1. by submitting byline articles that are no older than six months at the time of the event,
2. by submitting a masthead in which they are listed as editors, full-time editorial staff, or authors, and which is no older than three months at the time of the event,
3. by submitting the original written assignment from a full-service editorial office related to the current trade show,
4. by providing a web link to an online publication that is established within the relevant industry community and has a reasonable reach. In these cases, advance accreditation is required due to the increased administrative burden involved in verification. Such online media must have been in existence for at least three months, feature regular posts, and the most recent article related to the trade show's theme must not be older than three months. (In individual cases, there may be separate, more detailed accreditation rules for bloggers and a separate status for bloggers.)
5. by submitting proof, no more than six months old, that they work for a student newspaper, or by presenting a valid ID from a youth press organization, or by submitting a written confirmation from the school verifying their editorial work for the student newspaper.
6. Holders of a valid press pass issued by a domestic or foreign journalists' association.

Please note that presenting a press card is generally not sufficient on its own to qualify for accreditation. Koelnmesse GmbH reserves the right to request additional documentation to verify journalistic activity in accordance with points 1–5.

Documents must be submitted in German or English. In individual cases, Koelnmesse GmbH reserves the right to additionally require the presentation of a valid photo ID. There is no legal entitlement to accreditation. If necessary, Koelnmesse GmbH will exercise its right to manage the premises.

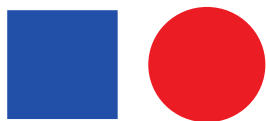
There may be event-specific exceptions to these accreditation guidelines.

Please note that the data collected from you as part of the accreditation process will be processed and used for the purpose of processing your application and clarifying any inquiries.

September 23 & 24, 2026

The following groups of people will not be accredited:

- Individuals without journalistic credentials, such as account managers, sales managers, advertising managers, webmasters, PR consultants, and private companions
- German citizens residing in Germany who present a foreign press pass
- Individuals who present a written assignment from a freelance journalist
- Individuals who are active on social media exclusively in a private capacity



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