

Accreditation Guidelines

Eligible for Press Accreditation:

Individuals from Germany or abroad who can verify their journalistic (including photojournalistic) activity related to the respective trade fair topic in one of the following ways:

1. By submitting name articles published no more than six months prior to the event.
2. By submitting a masthead in which they are listed as editors, permanent editorial staff, or authors, dated no more than three months prior to the event.
3. By providing an original written assignment from a full editorial office, clearly referencing the current trade fair.
4. By submitting a link to an online publication that is established in the relevant industry community and demonstrates appropriate reach. In such cases, advance accreditation is required due to additional verification effort. These online media must have existed for at least three months, show regular postings, and the latest article related to the trade fair topic must not be older than three months. (In some cases, separate and more detailed accreditation rules for bloggers and a separate blogger status may apply.)
5. By submitting proof (not older than six months) of working for a student newspaper, or a valid membership card from a youth press organization, or a written confirmation from a school certifying editorial work for the student publication.
6. By holding a valid press card from a national or international journalists' association.

Please note that a press card alone is generally not sufficient for accreditation. Koelnmesse GmbH reserves the right to request further documentation in accordance with points 1–5 to verify journalistic activity.

Documentation should be provided in German or English. In individual cases, Koelnmesse GmbH may also require a valid photo ID. There is no automatic right to accreditation. Koelnmesse GmbH reserves the right to exercise its domiciliary rights.

Event-specific exceptions to these accreditation guidelines may apply.

Please note that any data collected as part of the accreditation process will be used solely for processing your request and clarifying any related inquiries.

The following groups are not eligible for accreditation:

- Individuals without journalistic credentials, such as account managers, sales managers, advertising managers or webmasters, PR consultants, or private accompanying persons

September 17 & 18, 2025

- German nationals residing in Germany who present a foreign press card
- Individuals presenting a written assignment from a freelance journalist
- Individuals who are active only privately on social media

September 17 & 18, 2025