

General Accreditation Guidelines of the World Money Fair for Journalists



Purpose of Accreditation

The World Money Fair aims to facilitate journalists' access to information about the fair and the company through accreditation. Accreditation is granted exclusively for the purpose of journalistic reporting.

Who Can Receive a Press Ticket?

Persons from Germany or abroad who can demonstrate their journalistic activity (including photo and video journalism) in relation to the fair's theme by:

- **a.** Submission of bylined articles that are no more than six months old at the time of the event
- **b.** Submission of an imprint in which they are listed as editors, permanent editorial staff or authors
- **c.** Submission of a written commission in original form from a full editorial team in relation to the current fair
- **d.** Web link to an online publication that is established in the respective industry community and can demonstrate appropriate reach
- **e.** Holders of a valid press card from a UK or foreign journalists' association

Important: The submission of a press card is generally not sufficient grounds for accreditation on its own. Additional evidence may be requested. Credentials should be submitted in German or English. We reserve the right to additionally request the submission of a valid identity document with photograph. There is no entitlement to accreditation.

Exclusion Criteria

The following groups of persons will **not** be accredited:

- Persons without journalistic credentials (e.g. account managers, sales managers, advertising managers, webmasters)
- PR consultants and private accompanying persons
- Persons who submit a written commission from freelance journalists
- Persons who are exclusively active privately on social networks

Validity and Collection of Press Ticket

- The press ticket is valid for the three days of the World Money Fair from 10:00 to 18:00
- Accreditation is **personal** and **non-transferable**

- The press ticket must be converted into a badge at the Badge Printing Station in the entrance hall or at Entrance 2

Further Information

- Credentials should be submitted in German or English
- The submission of a valid identity document with photograph may be additionally required
- There is no entitlement to accreditation
- Applications should be submitted at least **14 days before the start of the fair**
- Short-notice accreditations (less than 7 days before the start of the fair) can only be processed in exceptional cases
- Processing time is generally **3-5 working days**
- You will receive confirmation by email following successful verification

Services for Accredited Journalists

The press ticket includes:

- Free access to the fair throughout the entire event duration
- Access to the press area with workstations and Wi-Fi
- Press pack (digital)
- Access to image material and press releases via the press portal

Not included:

- Travel and accommodation costs
- Catering outside the press area
- Access to closed VIP events (unless specifically invited)

Revocation of Accreditation

The World Money Fair reserves the right to revoke accreditation if:

- False information was provided during accreditation
- The press ticket is passed on to third parties
- Journalistic activity cannot be demonstrated

We ask for your understanding that all persons who are not engaged in journalistic activity as defined by the above criteria are excluded from receiving a press ticket.

For enquiries, please contact our press department at

presse@worldmoneyfair.de