

YOUR ACCREDITATION



General accreditation guidelines for journalists

As the host of the IAA Mobility, we want to make it easier for journalists to access information about the event. Accreditation is granted solely for the purpose of journalistic reporting.

Media accreditation may be granted to:

Persons from Germany or abroad who hold a valid press card from a German or foreign journalists' association and can prove their journalistic (including photojournalistic) activities (with reference to the IAA Mobility) as follows:

- a. by submitting articles that are not older than six months at the time of the event,
- b. by submitting a masthead in which they are named as editors, permanent editorial contributors or authors, and which is not older than three months at the time of the event,
- c. by submitting a written assignment from an editorial office with reference to the current IAA Mobility,
- d. by means of a web link to an online publication with reference to the mobility industry. These online media must have been in existence for at least three months, have regular entries and the last text with reference to the mobility industry must be no more than three months old,
- e. by presenting proof, no more than six months old, that they work for school newspapers, or by presenting a valid ID card from a youth press organization, or by presenting written confirmation from the school confirming editorial work for the school newspaper.
- f. through their work as a blogger or influencer in the mobility business. IAA Mobility makes no distinction between representatives of traditional media and established specialist bloggers from the mobility sector that we have checked. Mobility bloggers can thus obtain accreditation for the IAA Mobility free of charge if their blog is not younger than six months. Influencers who do not have a blog but who maintain a social media channel (Youtube, Facebook, Instagram) are also happy to be accredited after examination. A current mobility reference and a corresponding range must also be proven for this channel.

Presentation of a press card is usually not the sole basis for accreditation.

Evidence should be presented in German or English. To guarantee a smooth process on site and to facilitate your access to the press area at IAA Mobility, we recommend timely accreditation. In individual cases, there may be delays if supporting documents have to be checked. There is no right to accreditation.

The following groups of persons will not be accredited:

- Persons without journalistic credentials, such as account managers, sales managers, advertising managers or webmasters, PR consultants as well as private escorts
- Germans residing in Germany who present a foreign press card
- Persons who present a written assignment from a freelance journalist
- Persons who are privately active in social networks