

BASELWORLD

PRESS ACCREDITATION TERMS & CONDITIONS

In accordance with internationally accepted guidelines for the press accreditation of media representatives, Baselworld will issue press badges exclusively to journalistically active media representatives reporting on this year's edition of the Baselworld show. The show management reserves the right, in all cases, to grant or refuse press accreditation.

Please note the following:

- 1. Accreditation will be done exclusively online – there will be absolutely no possibility of getting accredited on-site. It is therefore mandatory to apply for accreditation online.**
2. Previously accredited press representatives will not be automatically granted press accreditation. All applications are subject to review as per the terms and conditions listed below.

ESSENTIAL CREDENTIALS FOR PRINT/ONLINE

- A recent article or blog post that clearly revolves around fashion, design or lifestyle in relation to the watch and jewellery industry and/or Baselworld directly that is credited to the applicant by name. Book authors, please supply the book title and state its connection with Baselworld.
- An official confirmation letter from the commissioning editor's office (original letterhead), confirming your assignment to cover Baselworld. For publishers, a current copy of the magazine/newspaper masthead/publisher's imprint listing the respective staff names is required.

ESSENTIAL CREDENTIALS FOR PHOTOGRAPHERS

- A recent article that features photographs that clearly revolve around fashion, design or lifestyle in relation to the watch and jewellery industry and/or Baselworld directly that are credited to the applicant by name.
- An official confirmation letter from the commissioning editor's office (original letterhead), confirming your assignment to cover Baselworld.

ESSENTIAL CREDENTIALS FOR BROADCAST MEDIA

- An official confirmation letter from the commissioning broadcasting station (original letterhead), confirming your assignment to cover Baselworld, stating the intention to air your reports, and providing information about the program, names and jobs of the crew members to be accredited as well as the content in which footage of Baselworld will be used.
- Please note: You are kindly requested to send a copy of the recordings following the end of the show to press@baselworld.com.

ESSENTIAL CREDENTIALS FOR SOCIAL MEDIA

- Baselworld must receive concrete proof of journalistic activity in the area of watches and jewellery, fashion, design and/or lifestyle associated with the industry published on social media platforms.
- We require: Number of followers, number of posts, type of posts, number of countries reached etc. The more information provided the higher the chances of being considered for press accreditation.

ADVERTISING, MARKETING, MEDIA, PR AGENCY

Representatives of marketing, advertising, media, PR, event and promotion agencies will be granted free admission to the show (but will not have access to the Press Centre). The same applies to advertising managers, sales and project managers, etc..

PHOTOGRAPHY AND VIDEO

The undersigned is empowered to take photographs and make video- or film-recordings in the halls and rooms of MCH Swiss Exhibition (Basel) Ltd. during normal show opening hours. Close-ups of stands and individual items/exhibits require the express consent of the exhibitor in question. The recording may only be used for editorial purposes in newspapers and magazines or for television broadcast. Should these conditions be disregarded, accreditation may be withdrawn for the Baselworld Show. The show management is empowered, at the request of an exhibitor, to examine the admissibility of photographs or film recordings taken without permission and to confiscate these if necessary. The right of the exhibitor affected and of the show management to take further legal action is reserved.

DATA PROTECTION

Baselworld may pass your contact details to the exhibitors for establishing contacts.