

CRITERIA AND CONDITIONS FOR PRESS/MEDIA ACCREDITATION

MERANO WINEFESTIVAL 2018

We inform you that the press accreditation is reserved exclusively for the purpose of journalistic correspondences.

The organization of the Merano WineFestival 2018 has set the criteria to access the accreditation to the event for professional journalists, freelancers, wine & food bloggers, and collaborators of every publication, establishing 100 accreditations for the event **bio&dynamica on November 9th**, 300 accreditations for **The Official Selection from November 10th to 12th**, and 100 accreditations for **Catwalk Champagne on November 13th**.

The Press Office will assess the accreditation requests received through online form, based on the criteria listed below.

Press accreditation will be granted to:

A. Professional JOURNALISTS, contributors, freelancers - INTERNATIONAL

1. journalists accredited in 2017 who have published articles/editorials in printed or online periodicals, or audio/video files about the 2017 event and who pledge to write at least one article by 31.01.2019. Please indicate in the form when the article will presumably be published, on which periodical and also what was published about the event in 2017.
2. journalists accredited in 2017 who have published on their websites articles regarding the program, wine selection and various sections of the Festival, the event itself (but not solely regarding the presence of individual companies/producers), and who pledge to write at least one article by 31.01.2019. Please indicate in the form when the article will presumably be published and on which periodical.

3. journalists who were not accredited in 2017 and who pledge to write at least one article by 31.01.2019. Please indicate in the form when the article will presumably be published and on which periodical.

B. BLOGGERS national & international

Given the exponential growth of blogs/websites focusing on food/cuisine and wine, a total number of **100 accreditations** has been set for bloggers who submit a request having as prerequisite at least one of the following criteria:

1. bloggers accredited in 2017 who created high-visibility contents on their webpage and who pledge to promote the Merano WineFestival 2018 through online posts/articles/videos starting from October the 1st 2018 until December the 31st 2018. Please indicate in the form when the article will presumably be published, on which blogsite and also what was published about the event in 2017 (if possible).
2. Blogger not accredited in the year 2017 who have a well-managed blog, which existed for at least 12 months before the Merano WineFestival 2018 and which has a significant number of traffic. The Blogger publishes regularly (at least once a week) and promotes the Merano Wine Festival from 01.10.2018 to 31.12.2018. Please indicate, in the text field of the form, on which blog and when the piece will presumably be published.

C. EDITORIAL staff of periodicals/ magazines/ international radio/ international television

1. Editors in chief or contributing editors of newspapers accredited in 2017 who have published articles/editorials in printed or online periodicals, or audio/video files about the 2017 event and who pledge to write at least one article by 31.01.2019. Please indicate in the form when the article will presumably be published and on which periodical.
2. Editors in chief or contributing editors of newspapers who were not accredited in 2017 who pledge to promote and to write about Merano WineFestival before November 1st 2018.

D. MEDIA PARTNERSHIP

1. Supervisors and collaborators of periodicals/magazines/TV/radio who signed a media partnership agreement for Merano WineFestival 2018.

E. PHOTOGRAPHER

1. For each newspaper, only one photographer can be accredited for only one day.

ACCREDITATION IN PLACE

It is possible to apply for an accreditation right at The Merano WineFestival. To avoid waiting times, we recommend accrediting ONLINE.

Once the maximum number of credits has been reached, no other person can be accredited.

Press accreditation request is to be applied for before **October 28th 2018**. Given the limited number of accreditations, the punctual submission will not be a guarantee for the admission. In addition to the above listed parameters, the selection will also follow these preferential criteria:

- date of press accreditation request
- registration in the Association of Journalists
- history (at least three years)
- pertinence to the nature and type of event
- updating frequency (for bloggers or online magazines)
- engagement (average number of comments/likes and related feelings)

Accreditation requests that cannot be applied online after the due date, will only be approved until the maximum limit is reached and only if they meet the indicated criteria.

Accreditation requests that do not meet the above criteria will be turned down.

The press office reserves the right to decide who to release the press accreditation.

IF THE ACCREDITATION WAS SUCCESSFUL YOU WILL RECEIVE A CONFIRMATION MAIL NOT LATER THAN OCTOBER 29TH.

Thank you for your cooperation!