

BLOGGER/INFLUENCER REGISTRATION

Bloggers and social media content creators who meet each and every one of the requirements listed below can apply for a specific Blogger/Influencer badge for Alimentaria FoodTech:

BLOG REQUIREMENTS

- Relation with the sector.
- At least one year of existence.
- Monthly update to prove they are active.
- Minimum of 5,000 different visitors per month. A monthly traffic report is required to verify the number of visits, for example, from Google Analytics.
- Blogs belonging to a company or service are excluded.

SOCIAL MEDIA REQUIREMENTS

- Relation with the sector.
- Profiles must have been in existence for at least one year.
- Weekly update with own content for at least one of the networks.
- Minimum of 15,000 total followers/subscribers among all analysed networks: Twitter, Facebook, YouTube, Instagram and LinkedIn.
- A good engagement proved ratio.

WHAT BENEFITS WILL THE SELECTED ONES GET?

Bloggers and influencers approved by the organisation of Alimentaria FoodTech will benefit from:

- Free individual and non-transferable Blogger/Influencer badge for all trade show days with online delivery.
- Access to the free activities organised by the trade show and by the different exhibitors.
- Possibility of extending the badge with the purchase of paid gastronomic activities.

The Blogger/Influencer badge does not cover under any circumstances travel expenses or per diem expenses. It will be automatically sent by email to the applicants who have been approved and it expires once the event is over.

There is no possibility of bloggers and/or influencers registration on site. Those who do not qualify for a Blogger/Influencer badge must purchase a general visitor's badge.

Alimentaria FoodTech will analyse the profiles and validate those that meet the organisation's criteria. Alimentaria FoodTech reserves the right to exercise its rights with regard to registration regulations for bloggers and/or influencers.