



## PRESS PASS

### Accreditation Requirements

#### 1. Purpose of the PRESS Pass

**The PRESS pass is exclusively intended for journalists and editors, working for print media (online or offline), radio or television, who carry out editorial coverage of the event for a national or international media outlet.**

#### 2. Access Included

- **The PRESS pass grants access to:**
- **Trade Show**
- **Kissing Room**
- **Fashion Shows (except for shows with restricted access at the designer's discretion)**
- **Press Room**

#### 3. Mandatory Documentation

**Applicants must submit at least one of the following documents, always linked to their role as a journalist or editor:**

- Valid press card, issued within the last 4 years by a nationally or internationally recognised association, organisation or professional body
- Recent bylined articles (links), published within the last 6 months in a verifiable online media outlet. PDF files may be attached in the case of print media
- Official media website or PDF of the current masthead where the applicant is listed as a journalist or member of the editorial, news or programme team
- Official letter from the media outlet, issued on original letterhead and signed by the director, editor or editor-in-chief. The letter must clearly state that the journalist is assigned to cover Barcelona Bridal Fashion Week
- Official corporate ID from the media outlet stating the applicant's name, position and validity date. The document must clearly demonstrate an active employment relationship with the editorial or news department

#### 4. Specific Restrictions

**PRESS accreditation will not be granted to:**

- Freelance contributors without verifiable media publications or without documented editorial assignments
- Journalism or audiovisual communication students without professional documentation proving an active internship with a media outlet
- Media professionals whose primary role is not editorial writing
- Commercial staff in marketing, advertising or public relations, whether from media outlets or communication agencies
- Media professionals (photographers, camera operators, producers, technicians or similar) who require image capture access, who must apply for a GRAPHIC pass
- Influencers, bloggers or content creators without professional journalistic activity, who must apply for a BRIDAL & FASHION CREATOR pass, provided they meet the corresponding accreditation requirements

## 5. Terms and Conditions

- The PRESS pass is personal and non-transferable
- The organisation may request additional documentation at any time
- Any false documentation will result in immediate revocation of the pass
- Applicants who do not meet the requirements must purchase a visitor pass
- Fira de Barcelona and Barcelona Bridal Fashion Week reserve the right to modify or deny any accreditation