



APRIL 4TH - 7TH, 2022  
BARCELONA  
GRAN VIA VENUE

## 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 & HOSTELCO:

### BLOG REQUIREMENTS

- Relation with the sector: gastronomy in general, food, food service, drinks, hotel and catering, equipment, decoration and economy related to these sectors (news about exports, trends, etc...).
- At least one year of existence.
- Annual 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: marketing agencies, distributors, importers, restaurants, bars, hotels...

### SOCIAL MEDIA REQUIREMENTS

- Relation with the sector: gastronomy in general, food, food service, drinks, hotel and catering, equipment, decoration and economy related to these sectors (news about exports, trends, etc...).
- 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 totales 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 & HOSTELCO will benefit from:

- Free individual and non-transferable Blogger/Influencer badge for all trade show days with online delivery.
- Permanent access to the press room, with space for content writing and Internet.
- 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.

### OTHER CONSIDERATIONS

- **VALIDATION PROCEDURE**  
Alimentaria & HOSTELCO will analyse the profiles and validate those that meet the organisation's criteria. Applications which do not meet the required criteria or do not provide all the required information will not be admitted. The trade shows reserve the right to exercise their rights with respect to the registration rules for bloggers and/or influencers and the right not to accept those requests which they consider do not fit the requested profile.



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- RULES OF ACCESS

The badge is personal and non-transferable and must be worn printed in a visible place. It will be automatically sent by email to the applicants who have been approved and it expires once the trade shows are finished. To access the venue, you must comply with the [rules of access](#).

- DIETS/TRAVEL

The Blogger/Influencer badge does not in any case cover travel expenses or per diets.

- MULTIPLE REGISTRATION

Only one person may be registered per media. If it is necessary to register more than one member, it is essential to contact the organisation beforehand by sending an email to [social@alimentaria.com](mailto:social@alimentaria.com) and provide documentary proof of the relationship with the media.

- ON SITE REGISTRATION

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.