

BLOGGER/INFLUENCER ACCREDITATION



To apply for a **Blogger/Influencer accreditation** for Fórum Gastronómico Barcelona 2019 you may demonstrate you are a **blogger or social media content creator** of topics such as: gastronomy in general, food, restaurants, drinks (wines and liquors), hotels and economy linked to food (export news, trends, etc.).

BLOG REQUIREMENTS

This program is aimed exclusively at bloggers and influencers who **meet each and every one of the requirements** detailed below:

- **Relationship with the industry:** gastronomy in general, food, catering, beverages (wines and spirits), hospitality and economy linked to food (export news, trends, etc.).
- Your blog must have at least **one year of regular and demonstrable activity**.
- At least **one weekly update** with your own posts.
- Minimum of **1,000 different visitors per month**.
- A **monthly traffic report** is required to verify the number of visits, e.g. from Google Analytics.
- **Blogs belonging to a company or service are excluded:** marketing agencies, distributors, importers, restaurants, bars, hotels...

SOCIAL MEDIA REQUIREMENTS

This program is aimed exclusively at bloggers and influencers who **meet each and every one of the requirements** detailed below:

- **Relationship with the industry:** gastronomy in general, food, catering, beverages (wines and spirits), hospitality and economy linked to food (export news, trends, etc.).
- Your profile must have at least **one year of regular and demonstrable activity**.
- **Daily update with own contents** for at least one of the channels.
- **At least 5,000 total followers/subscribers** between all the analyzed channels: Twitter, Facebook, YouTube, Instagram and LinkedIn.
- **Good demonstrable engagement ratio**.

WHAT BENEFITS WILL OBTAIN THE SELECTED ONES?

The bloggers and influencers approved by the organization to participate in the Difunde Program of the Fórum Gastronómico Barcelona 2019 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 pass with the purchase of paid** gastronomic activities. Depending on the capacity available on site, bloggers/influencers may have the opportunity to attend paid activities free of charge.

The Blogger/Influencer accreditation does not cover any transportation, journey or food expenses during the trade show. It will be automatically sent via email to applicants once they have been verified and approved. It will expire once the trade show is over.

There is no chance to get your accreditation as Blogger/Influencer on the trade show premises. Those that do not fulfil the minimum requirements to obtain the accreditation for Blogger/Influencer must purchase a general visitor ticket.

Fórum Gastronómico Barcelona will analyse the profiles and validate those that meet the organisation's criteria. Fórum Gastronómico Barcelona may apply its rights in regards to the accreditation rules of Bloggers and/or Influencers regulations.