

CONTENT CREATOR ACCREDITATION REQUIREMENTS

FASHION SHOWS: 23-26 APRIL 2025

TRADE SHOW: 25-27 APRIL 2025

Content creators and influencers who wish to get accredited must meet the following minimum requirements, updated to industry standards and social media trends.

1. GENERAL REQUIREMENTS

Content creators and influencers who meet the following criteria may apply for the Content Creator pass:

Social Media:

- Activity on platforms such as Instagram, TikTok, YouTube, Facebook, and/or X (Twitter), with content aligned with the mentioned themes.
- More than 20,000 followers on the main platform or more than 40,000 followers combined across two or more platforms.
- A demonstrable engagement of at least 2% over the last three months.
- Publication of original content, avoiding only Reels or reactive videos; it must include analyses, trends, reviews, or collaborations with fashion or lifestyle brands.

2. ACCESS AND BENEFITS

The Content Creator accreditation will grant free access to:

- **Fashion Shows** from April 23 to 26, 2025, excluding those with exclusive access (Bridal Night).
- **Trade Show** from April 25 to 27, 2025
- **Barcelona Bridal & Fashion Awards**, the night of April 26, 2025.

3. DOCUMENTATION AND VERIFICATION

To complete the accreditation registration, applicants must provide the following documentation via the online form before April 17, 2025

General Information:

- Name of the social media channel (public profile).
- Creation date
- Link to recent posts (at least three in the last two months).
- **Activity Tests:**
 - **Social Media:**
 - Contact visible on social media (in the 'Contact Information', 'Business Details', or similar section, depending on the platform).
 - Links to four or five recent posts, along with performance metrics.
 - Summary of metrics (followers, reach, and engagement) from the last quarter.

Note: Any request that does not include proof of regular activity, engagement, and minimum audience will be automatically rejected.

4. RESTRICTIONS AND APPROVAL

- **Fira de Barcelona** reserves the right to modify these criteria if necessary and to accept or reject applications based on their compliance with these guidelines.
- The profiles who have submitted the request and do not meet the requirements will need to opt for an *Industry Professional* pass to access the event.
- Channels owned by companies or those commercially sponsored will not be eligible for Content Creator accreditation.