

## 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 Barcelona Wine Week:

### BLOG REQUIREMENTS

- Relation with the sector: beverages (wines and spirits), hospitality industry, food service and economy linked to the sector (news on exports, trends, etc.).
- At least one year of existence.
- Monthly update to prove they are active.
- Minimum of 5000 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: beverages (wines and spirits), hospitality industry, food service and economy linked to the sector (news on 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 1,000 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 Barcelona Wine Week 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.

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.

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