

## **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, restoration, drinks, hotel trade, equipment, decoration and economy linked to these sectors (news of exports, trends, etc...).
- At least one year of existence.
- Weekly 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, restoration, drinks, hotel trade, equipment, decoration and economy linked to these sectors (news of exports, trends, etc...).
- Profiles must have been in existence for at least one year.
- Daily update with own content for at least one of the networks.
- Minimum of 15,000 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 Alimentaria & HOSTELCO 2020 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 accreditation rules for bloggers and/or influencers and the right not to accept those requests which they consider do not fit the requested profile.
- **RULES OF ACCESS**  
The accreditation is personal and non-transferable and must be printed in a visible place. It will be automatically sent by email to the applicants who have been approved and it expires once it has been completed. To access the venue, the [rules for access](#) to the trade shows must be complied with.
- **DIETS/TRAVEL**  
The Blogger/Influencer accreditation does not in any case cover travel expenses or per diets.
- **MULTIPLE ACCREDITATION**  
Only one person may be accredited in each case. If it is necessary to accredit more than one person in each case, 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 your relationship with the organisation.
- **ON SITE ACCREDITATION**  
There is no possibility of accreditation of bloggers and/or influencers on site. Those who do not qualify for Blogger/Influencer accreditation must purchase a general visitor's badge.
- **MENTION OF THE SHOW'S ACCOUNTS**

When publishing Alimentaria & HOSTELCO content, it is necessary to tag the respective accounts: **Alimentaria**

- Instagram: @alimentariabcn
- Twitter: @AlimentariaBcn
- Facebook: @AlimentariaBcn
- LinkedIn: @alimentariabcn

### **HOSTELCO**

- Instagram: @hostelcobcn
- Twitter: @Hostelcobcn
- Facebook: @Hostelco
- LinkedIn: @hostelco