



## BLOGGER/INFLUENCER ACCREDITATION

To apply for a **Blogger/Influencer** accreditation for Gastronomic Forum Barcelona 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 5,000 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 15,000 total followers/subscribers between all the analyzed channels: X (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 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.

**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.

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

**Remember to follow us on our social media profiles to not miss anything!**



**@gastronomicfbcn**  
**#GastronomicForumBarcelona**