

CONTENT CREATOR ACCREDITATION

To apply for a **Content Creator** accreditation for Gastronomic Forum Barcelona you may demonstrate you are a **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 content creator 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 content creator 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 Content Creator 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 Content Creator 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 Content Creator on the trade show premises. Those that do not fulfil the minimum requirements to obtain the accreditation for Content creator 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 Content Creator regulations.

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



@gastronomicfbcn
#GastronomicForumBarcelona