

# INDIAARTFAIR

## 2020 30.01 - 02.02

### **Accreditation Guidelines for Media**

In accordance with internationally accepted guidelines for the accreditation of media representatives, India Art Fair will issue press badges exclusively to active media and/or journalist representatives reporting on the upcoming show. Please note that the number of media representatives we can accommodate in our exhibition halls is limited.

The Fair Management reserves the right to grant or refuse accreditation in all cases.

### **Essential Criteria for Print/Online**

A recent article or blog post about art fairs, the art market or the art world in general. The article or post should note the applicant as an author by name.

An official confirmation letter from the commissioning editor's office (original letterhead), confirming the applicant's assignment to cover India Art Fair. For Online media please ensure the website or blog has a minimum monthly readership of 2,000.

### **Essential Criteria for Influencers**

For Influencers applying for press accreditation, please note that a minimum of 12,000 followers is required.

A link to applicant's relevant social media channel can be uploaded as evidence of a recent article.

A screen shot of a Direct Message from the applicant's profile, stating their interest in applying for press access for India Art Fair can be uploaded as an official confirmation letter.

### **Essential Criteria for Photographers**

A recent article or relevant website page that features photographs assigned to the applicant by name about art fairs, the art market or the art world in general

An official confirmation letter from the commissioning editor's office on original letterhead), confirming the applicant's assignment to cover India Art Fair.

### **Essential Criteria & Information for Broadcast Media**

An official confirmation letter from the commissioning broadcasting station (original letterhead), confirming the applicant's assignment to cover India Art Fair. This should state the intent to air the report, provide information about the program and detail names and jobs of crew members to be accredited.

Each crew member will have to apply individually.

Please note a copy of the recordings must be sent to India Art Fair after the show to Head of Digital and Communications, Gautami Reddy at [gautami@indiaartfair.in](mailto:gautami@indiaartfair.in).

### **Advertising, Marketing, Media PR**

Employees of marketing, advertising, media, PR, event and promotion agencies will not be given free admission to the show. Tickets for the public days can be purchased on [India Art Fair's website](#).