

# Accreditation Granting Rules

## POZNAŃ MOTOR SHOW 2025

1. The basis for issuing media accreditation, allowing access to the MTP Expo from April 24th to April 27th, 2025, is active work as a journalist, resulting in regular publications in the press, television, radio, and the Internet.
2. Accreditations are granted upon presentation of a press card or active portals, channels, blogs, or websites that are thematically related to the profile of the Poznań Motor Show (broadly understood automotive industry) and are popular among potential visitors to the Poznań Motor Show.
3. For creators without a press card, creating content on platforms such as YouTube, Facebook, Instagram, or personal blogs, the following minimum limits have been established:
  - a) a) for YouTube channel users: 50,000 subscribers;
  - b) b) for Facebook profile users: 40,000 likes;
  - c) c) for Instagram profile users: 40,000 followers;
  - d) ) for TikTok profile users: 40,000 followers;
  - e) entities that do not meet the required minimum limits may apply for accreditation based on the submission of an individual application with evidence of active activity to the address: [aleksandra.sobczynska@grupamp.pl](mailto:aleksandra.sobczynska@grupamp.pl).
4. In the case of creators mentioned in point 3 of the Regulations, the condition for obtaining accreditation is the publication on their channel/website/profile of information about the Poznań Motor Show based on materials available on the [www.motorshow.pl](http://www.motorshow.pl) website or sent materials (texts, photos, banners), or editorial publications. The publication must take place before the trade fair.
5. The Poznań Motor Show organizer reserves the right to refuse accreditation if the demonstrated media is not in line with the event's profile, is not regularly updated, does not meet the criteria mentioned in point 3, or if too many applications are received from one editorial/channel/account.
6. The deadline for submitting accreditation applications is April 22, 2025, at 10:00 AM.
7. Accreditation entitles to a single entry on each specific day of the fair, i.e., a single entry on Thursday (April 24), a single entry on Friday (April 25), a single entry on Saturday (April 26), and a single entry on Sunday (April 27).
8. Accreditation does not entitle entry to the Poznań International Fairgrounds during the event.
9. While performing journalistic tasks, the accreditation must be visibly displayed by its holder for the orderly services.