
ACCREDITATION GUIDELINES FOR MEDIA

In accordance with internationally accepted guidelines for the accreditation of media representatives, Art Basel will issue digital press cards exclusively to journalistically active media representatives reporting on this year's editions of our shows and a select number of content creators in Basel, Miami Beach, Hong Kong, or Paris. Please note that the number of media representatives that can be accommodated in our exhibition halls is limited.

Note that press passes are **personalized**, for a **single person only** and **non-transferrable**. Please submit an **individual application** for each press pass.

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

ESSENTIAL CREDENTIALS FOR PRINT/ONLINE

- A recent article or blog post 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 (original letterhead), confirming your assignment to cover Art Basel.

ESSENTIAL CREDENTIALS FOR PHOTOGRAPHERS

- A recent article 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 (original letterhead), confirming your assignment to cover Art Basel.

ESSENTIAL CREDENTIALS AND INFORMATION FOR BROADCAST MEDIA

- An official confirmation letter from the commissioning broadcasting station (original letterhead), confirming your assignment to cover Art Basel, stating the intention to air your reports, and giving information about the program, names and jobs of the crew members to be accredited as well as the content in which footage of Art Basel will be used.
- Due to the limited availability for Broadcast Media, please get in touch with the press representative from your region to arrange your visit.
- Please note: a copy of the recordings must be sent to Art Basel after the show (press@artbasel.com)

ESSENTIAL CREDENTIALS FOR INFLUENCERS & CONTENT CREATORS

- A written proposal of the content the applicant wishes to create about or at the show, including subject matter and format types (with links to examples of relevant past work, if applicable), submitted via PDF in the application form.
- The applicant's online presence on a social media platform of choice, submitted via link in the application form.
- A direct message sent to @artbasel from the applicant's social media account to verify account ownership; please include details from your written proposal in your message.

Note applications must be submitted 5 business days prior to the opening of the show; new applications will not be reviewed during the week of the show.

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 of Art Basel shows can be purchased at artbasel.com.

媒體登記指引

根據國際認可的媒體認證指引，巴塞爾藝術展將向採訪今年巴塞爾展會、邁阿密海灘展會及香港展會的記者及媒體代表發出採訪證。獲准採訪的媒體代表數目有限，敬請留意。展會管理在所有的情況下，保留是否批核媒體登記申請。

印刷 / 網上媒體需提交之文件及資料

- 申請者最近出版有關藝術展會、藝術市場及藝壇資訊之文章或網誌。
- 由主編發出並印有媒體機構正式抬頭的委派信，確認申請人獲委派報導巴塞爾藝術展。

攝影師需提交之文件及資料

- 申請者最近出版有關藝術展會、藝術市場及藝壇資訊之攝影照片。
- 由主編發出並印有媒體機構正式抬頭的委派信，確認申請人獲委派報導巴塞爾藝術展。

廣播媒體需提交之文件及資料

- 由廣播電台發出並印有媒體機構正式抬頭的委派信，確認申請人獲委派報導巴塞爾藝術展，注明將播放申請人之採訪報導、節目內容、拍攝人員的名稱與職責，以及拍攝內容。
- 由於廣播電台傳播名額有限，請與所在區域公關代表聯繫安排採訪。
- 展會完結後，必須將拍攝影片副本寄予巴塞爾藝術展。(press@artbasel.com)

意見領袖及內容創作者需提交之文件及資料

- 申請者應於申請表中提交一份關於創作或展會期間所創作內容的書面提案，包括主題及類型（如適用，可提供過去相關的工作示例鏈接），以 PDF 形式提交。
- 請於申請表中提供申請者在社交媒體平台上的帳戶鏈接。
- 申請者應從其社交媒體帳戶直接發送消息給 @artbasel 以驗證帳戶所有權；請在消息中說明您提案的詳細內容。
- 申請者必須在展會開幕前的 5 個工作日前提交申請；展會期間將不審查新申請。

廣告、市場推廣、媒體及公關

任何市場推廣、廣告、媒體、公關及活動推廣代表不獲免費入場。巴塞爾藝術展公眾開放日之門票可於 artbasel.com 購買。