



Press Accreditation Guidelines

Thank you for your interest in applying for press accreditation for Salon Privé London 2022. Please read these guidelines carefully before submitting your online application. Press accreditation is open to bona fide members of the press, so we must ask you to provide several documents as part of the application process. The application will only be considered once all the documents have been submitted. Separate applications will be required for each guest wishing to attend.

ACCREDITATION PRINCIPLES

Salon Privé has a limited number of passes to grant for press accreditation, hence the maximum number per print outlet/digital publications will be two. Influencers and social media will be granted one for the main representative. Salon Privé reserves the right to refuse any online application forms considered not appropriate.

ACCREDITATION PROCESS

Once you have read the press accreditation guidelines, please complete the accreditation form. The application needs to be supported by the following documentation:

1. **ID Photo** – head and shoulders.
2. **Commission Letter** – formal letter signed by the editor of the media outlet/website commissioning the applicant to cover the event.
 - The letter must include the name of the representative who will cover the event specifying if the applicant is a journalist and/or photographer.
 - Printing publications must include information such as circulation, readership, etc.
 - Digital publications must include information of the website such as unique visitors per month, number of Twitter/Instagram/Facebook followers, top countries engaging with the website.
 - Social media, Influencers must include the number of Twitter/Instagram/Facebook/YouTube followers and engagement.
 - Please be advised we can issue only one pass for one day. The pass is not a multi-day pass and neither is it transferable to another name or date, unless authorised in advance.

3. **Proof of Previous Coverage** – submit coverage of previously-attended Salon Privé events. This coverage must have been published within 2020 and 2021. If the applicant has never attended Salon Privé before, an automotive/relevant-lifestyle article must be uploaded in the application.

PHOTOGRAPHERS

Press accreditation will only be granted to photographers who supply a Public Liability Insurance Certificate of £1million.

OPEN AND CLOSE DAYS

Salon Privé press accreditation opens on 5th January 2022

Salon Privé press accreditation closes on 8th April 2022

Late applications will not be accepted. For more information, please contact Rebecca Leppard – rebecca@eventspr.co.uk