

Accreditation Guidelines for the Icelandic Horse World Championships 2025

Journalists who wish to work on the oval track during the World Championships must apply to the organizing committee (OK) in a timely manner. Approved journalists will receive an official World Championship press pass, which must be worn throughout the event.

Only photographers with a World Championship press pass are allowed to enter and work on the oval track. Access to the track is determined by the chief judge based on information provided by the OK. The chief judge has the final authority over the number of people on the oval track and has the right to deny access. Holders of World Championship press passes do not pay an entry fee. Both the OK and the FEIF have the right to refuse or revoke individual press passes if necessary.

A press center with adequate facilities for 75-100 journalists and internet access should be available. Facilities (and suitable camera positions) for at least one video/TV team will also be provided. There will be various categories of press passes, as not all individuals will have space in the press center due to limited capacity. Possession of a press pass **does not grant** access to the stables, training grounds, rider areas, and other restricted areas.

Accreditation will be granted to:

1. Holders of a valid press pass from a national or international journalists' association.
2. Individuals from home or abroad who can prove their journalistic (including photojournalistic) activity as follows:
 - a) By presenting original bylined articles that are no older than six months at the time of the event.
 - b) By presenting an original imprint (or weblink) listing them as editors, permanent editorial staff, or authors, no older than six months at the time of the event.
3. Press photographers who can prove they are working journalistically. Current publications (no older than six months) must be attached to the accreditation application.
4. Members of internet editorial teams belonging to full editorial offices or publishers.
5. Individuals who can prove they are working in press and public relations for an authority or institution at the time of the event, as well as press officers and employees of corporate press offices of exhibiting companies. A corresponding confirmation must be attached to the accreditation application.
6. Individuals who can credibly prove they need press information for charitable purposes (e.g., radio for the blind, disability associations). Upon proof of severe disability (disability ID), an accompanying person will be issued a day ticket.

Accreditation as a Content Creator can be obtained by:

- Operators of an active blog, Instagram, YouTube, or TikTok channel with a thematic connection to the event. The last entry must be no older than one month.
- For accreditation, it is necessary to provide relevant metrics such as page impressions, unique visitors, or dwell time for all channels used over the past six months. Screenshots and analysis tools serve as evidence.
- The activity must be proven with the corresponding links.
- The blog, Instagram, YouTube, or TikTok channel must have existed for at least six months.

- Regular, i.e., at least monthly, industry-related or event-targeted posts in text, image, and/or video must be published on the channels.
- It must be clearly recognizable that the posts were personally written by you with a thematic connection to the event.
- The blog, Instagram, YouTube, or TikTok channel must have an imprint listing you by name.
- The blog, Instagram, YouTube, or TikTok channel must meet the quality standards of the Icelandic Horse World Championships 2025 (appearance, appropriate reach, etc.).
- A maximum of two people per channel will be accredited.
- Only editorially responsible persons of a blog or social media channel will be accredited. With accreditation, the responsible person commits to publishing one post per week promoting the event at least four weeks before the event. During the event days, at least three posts/stories per day must be published.

Not accredited:

- Product testers
- Commercial blogs, YouTube, or Instagram channels
- Corporate blogs
- PR blogs
- Individuals without any journalistic credentials
- Individuals with expired press passes
- Individuals for whom other freelance journalists issue editorial confirmations, especially private companions

We ask for your understanding that all non-editors, such as marketing or advertising managers, are excluded from receiving a press card.

Credentials should be presented in German or English. The organizer reserves the right to additionally request a valid photo ID in individual cases. There is no right to accreditation.

Notes to Media and Content Creators:

- By submitting the accreditation form, you confirm acceptance of these terms and conditions.
- Media representatives and content creators are allowed access to the WC2025 grounds after prior accreditation from Monday, August 3, 2025, to Sunday, August 10, 2025.
- Upon arrival at the WC2025 grounds, please identify yourself (passport or international ID). You will then receive a badge with your photo, which must be worn visibly at all times on the WC2025 grounds.
- The number of accreditations is limited, and all applications are reviewed by the WC2025 OK. Previous accreditation at a past World Championship does not guarantee future accreditation.
- All accredited media must comply with the instructions and directives of the WC2025 OK.
- All media representatives and content creators must avoid disturbing the rider pairs during training and competitions.

- The WC2025 OK may request to view photo, film, and audio recordings at any time and use them for their purposes.
- During competitions, individuals working within the oval and pace track, including judges and other officials, may only wear advertising from companies not associated with equestrian sports. The following restrictions apply:
 - 80 cm² on jackets or outerwear at chest height
 - 16 cm² on both sides of the shirt collar
- Media representatives or content creators who violate these conditions will have their accreditation revoked and will be asked to leave the grounds.
- You have acknowledged and committed to adhering to the "Declaration of Duties and Rights of Journalists" of the Swiss Press Council: Declaration – [Swiss Press Council](#)

Notes to Photographers:

- The guidelines for all photos are set by the FEIF and enforced by the WC2025 press team.
- Only photographers with an assignment from a publication (print and/or digital) will be considered for accreditation.
- Only one photographer per publication/medium can be accredited.
- Photography is only allowed in designated areas. Access to the oval track and beside the pace track is restricted. Only those granted access may stay in these areas to report on the World Championships. The WC2025 press team will create a schedule for each part of the program. Other photographers can find space on the side of the oval track in designated areas.
- The use of drones is prohibited at all times on the WC2025 grounds.

Notes to TV/Film Teams:

- Anyone who currently or in the future wishes to film or otherwise acquire moving images must present their plans to the WC2025 press team before applying for accreditation. Accreditation is at the sole discretion of the WC2025 OK in accordance with FEIF rules and regulations.
- Filming is only allowed in locations approved by the WC2025 press team.
- Without written permission, no film recordings longer than 20 seconds of any part of the WC2025 competition may be made.
- All film or image recordings may only be used for the pre-agreed purposes.
- Accreditation for filming may not be transferred or otherwise passed on to third parties.
- The use of drones is prohibited at all times on the WC2025 grounds.

Recorded Material:

- Planned recordings and the final product of recorded image and film material produced on behalf of the World Championship organization must be approved by the FEIF. The FEIF must have the right to film/photograph independently and reserves the right to use official films of the World Championships free of charge for one year after the event.