14–18 October 2015
FRANKFURTER BUCHMESSE
Guest of Honour Indonesia

- 7,100 exhibitors from 105 countries (64 % from abroad)
- 270,000 visitors from 130 countries
- 170,000 trade visitors
- 100,000 weekend visitors
- 9,300 journalists from 70 countries
HOT SPOTS

BE PRESENT AT THE DIGITAL ZONES OF THE FRANKFURT BOOK FAIR
FOUR HOT TOPICS,
FOUR HOT SPOTS:

✓ Hot Spot Digital Innovation (Hall 6.2)
✓ Hot Spot Education (Hall 4.2)
✓ Hot Spot Professional & Scientific Information (Hall 4.2)
✓ Hot Spot Publishing Services (Hall 4.0)
ALL-INCLUSIVE FORMAT FOR YOU TRADE FAIR APPEARANCE:

✓ Plug & Play multimedia stands in 3 different sizes
✓ 30-min. presentation slot on the Hot Spot Stage
✓ Business Lounge incl. drinks
✓ Thematic focus
✓ Accentuated area through special design and colouring
✓ Key aspect of the Book Fair communication (press releases, website, brochure)
✓ Additional services (marketing packages, presentation slots, reception)
HOT SPOTS

EXHIBITION AREA
HOT SPOTS

COMPLETE SERVICE PACKAGES
THREE EASY STEPS TO YOUR HOT SPOT REGISTRATION:

✓ Step 1: Choose one stand option!
   AND
✓ Step 2: Choose one marketing package!
   AND
✓ Step 3: Choose the location and focus of your Hot Spot!
Step 1: CHOOSE YOUR STAND MODULE!
STAND MODULES

STARTER

STATION

STAND
STARTER

- Stand element 3 sqm
- Internet access (LAN)
- Bar stool
- Locker
- Spotlight
- Brochure holder
- 3-gang socket outlet
- Your company logo
- 2 exhibitor passes

€ 1,860.- (plus VAT)
STATION

- Stand element 6 sqm
- LCD
- Internet access (LAN)
- 2 bar stools
- Locker
- 2 Spotlights
- Brochure holder
- 3-gang socket outlet
- Your company logo
- 3 exhibitor passes

€ 4,420.- (plus VAT)
STAND

- Stand element 12 sqm
- LCD
- Internet access (LAN)
- 1 table and 3 chairs
- 2 bar stools
- Locker
- 3 Spotlights
- Brochure holder
- 3-gang socket outlet
- 2 company logos
- 4 exhibitor passes

€ 6,990.- (plus VAT)
ALL PACKAGES INCLUDE:

- Individual assistance before and during the Fair incl. Hot Spot service counter
- Access to the Hot Spot business lounge and café bar (incl. drinks)
- Networking reception
- Eco-friendly waste disposal and basic cleaning services (daily)
- Night watch (Tuesday – Sunday)
- One copy of the Frankfurt Book Fair Exhibition Catalogue (print)
Step 2: CHOOSE YOUR MARKETING PACKAGE!
BRONZE

✓ 30-min. presentation slot at one of the Hot Spot Stages
✓ Inclusion in virtual Hot Spot tour as part of the Book Fair mobile app
✓ Company profile incl. logo and event in the Hot Spot brochure (print)
✓ Your company logo in the list of exhibitors on the Hot Spot website
✓ Company profile in the Frankfurt Book Fair Exhibition Catalogue (print)
✓ Your event in the Frankfurt Book Fair Calendar of Events (online)

€ 1,020.- (plus VAT)
SILVER

All Bronze benefits plus:
✓ Banner ad on the Hot Spot website (17 Aug. to 20 Sep. 2015 / in rotation)
✓ Advertisement in the Hot Spot brochure (1/2 page)
✓ Highlighted company profile in the Hot Spot brochure

€ 1,950.- (plus VAT)
GOLD

All Bronze benefits plus:
✓ Banner ad on the Hot Spot website (21 Sep. to 25 Oct. 2015 / in rotation)
✓ Advertisement in the Hot Spot brochure (full page)
✓ Highlighted company profile in the Hot Spot brochure
✓ Introduction of your company and interview during press tour
✓ Leaflet display at one Hot Spot (service counter, lounge, stage)

€ 3,605.- (plus VAT)
Step 3: CHOOSE YOUR LOCATION!
HOT SPOT
DIGITAL INNOVATION

Surrounded by exhibitors from the English-speaking world, innovative technology providers and service providers demonstrate new solutions for the future of digital publishing.

Who’s exhibiting here?
/ Providers of innovative software solutions
/ Service providers in the fields of data conversion, database structuring and maintenance, rich media integration, editing, e-marketing, etc.
/ Suppliers and operators of new and innovative delivery, self-publishing or networking platforms
/ Developers of document management and editing systems
/ Service providers and consultants in the field of new marketing strategies
/ Startups and international associations in the field of "Digital Publishing"
HOT SPOT EDUCATION

The Hot Spot Education in Hall 4.2 brings together buyers and suppliers from the fields of innovative teaching and learning aids, serious and educational games, digital whiteboards, educational software and e-learning solutions.

Who’s exhibiting here?
/ Developers and providers of innovative educational content, such as interactive learning and whiteboard software
/ Suppliers of innovative teaching and learning concepts, such as online learning tools, mobile learning, e-learning solutions, web applications
/ Serious game developers and publishers
/ Solution providers for teaching individuals with special educational needs
/ Technology providers for schools, universities, and community platforms
/ Service providers and consultants in the educational sector
HOT SPOT PROFESSIONAL & SCIENTIFIC INFORMATION

The Hot Spot Professional & Scientific Information in Hall 4.2 provides a platform for content and service providers in the fields of specialist information, academic resources, and libraries – surrounded by STM and academic publishers and publishers of specialist information.

Who’s exhibiting here?
/ Digital content providers in the fields of scientific and specialised information
/ Aggregators and agents of digital content
/ Service providers for scientific publishing and libraries
/ Suppliers and developers of document management systems, CMS,
  XML/SGML editing systems, etc.
/ Operators and suppliers of academic social networks
/ Software providers and developers of library software, peer review software,
  semantic web services, reference linking, etc.
HOT SPOT PUBLISHING SERVICES

At the Hot Spot Publishing Services in Hall 4.0, print and digital service providers meet and collaborate on innovative and customised solutions in all phases of content production and distribution – from “A” for “asset management” to “Z” for “zero warehousing”.

Who’s exhibiting here?
/ Providers of products and services in the field of content management
/ Digital distributors and aggregators
/ Providers of products and services in the field of asset management
/ Providers of software solutions for publishing, incl. e-commerce, DRM, etc.
/ Service providers in the fields of data conversion, database structuring and maintenance, rich media integration, editing, e-marketing, etc.
DONE!
YOUR ADVANTAGES

✓ The Hot Spot format puts you in the spotlight: Enjoy the benefits of participating in an attractive and vibrant presentation platform and make new and valuable contacts at the Fair.

✓ Save time and trouble: We’ll handle your marketing for the fair – with a Hot Spot catalogue and programme, guided tours for press and trade visitors and a dedicated website.

✓ Enjoy the services: Assembly and disassembly, functioning technology, individual assistance, night watch, beverages and a lounge for your meetings are all taken care of – you can focus on your business.

✓ Use the Hot Spot to win over your current and potential new customers to your products or services.
CONTACT

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