USE OUR OFFER TO BRING YOUR OFFER TO THE WORLD

An overview of the Frankfurt Book Fair's extensive and constantly growing advertising services – all year round.

As an exhibitor there are many ways you can profit from the new Fair concept in 2015, which brings with it an extensive package of marketing services that put your company, your authors and your products in the spotlight at the Frankfurt Book Fair.

This package not only effectively supports your own marketing activities, it also serves to continuously build on the Book Fair's position as the world's leading meeting place for the trade, its journalists and other international media professionals. So you can also continuously build your business.
## AN OVERVIEW OF THE FRANKFURT BOOK FAIR’S MARKETING PACKAGE

### MARKETING & PRESENTATION

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<tr>
<th>SERVICES</th>
<th>YOUR ADVANTAGES</th>
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| Communication of important industry themes | ✓ annually alternating focal themes  
✓ intensive PR and marketing activities guarantee world-wide interest in the Book Fair  
✓ support of around 9,500 journalists from over 70 countries before, during and after the Book Fair  
✓ provision of journalists with interesting news, industry trends and topics relevant to the book market |
| Year-round advertising of the Book Fair | ✓ in trade magazines  
✓ in newspapers for the general public  
✓ on web portals  
✓ in social media |
| Media cooperation and partnerships | In order to guarantee wide international media coverage of the Fair and its exhibitors, we are constantly introducing new global formats in collaboration with strategic partners and the media. |
| Exhibitor Catalogue | All exhibitors receive a company entry in our Catalogue. The keyword system enables potential business partners to easily find you. |
| Calendar of Events | When you organise an event, we’ll make sure people know about it. In 2015 we will be introducing a completely new Calendar of Events with great new potential for advertising your events and networking with your target audience on social media platforms. |
# Networking & New Business

## Services

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<th>Services</th>
<th>Your Advantages</th>
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<tr>
<td>German Book Offices / Book Information Centres</td>
<td>Our foreign offices in Moscow, Beijing, New York and New Delhi support you all year round with market information and by facilitating international business connections.</td>
</tr>
<tr>
<td>Frankfurt Book Fair app</td>
<td>Your entry in the Exhibitors Catalogue and your events can be easily found with our app. The new LinkedIn networking function also allows you to see who else from your network is at the Fair and to contact them directly.</td>
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<tr>
<td><a href="http://www.hereweareinfrankfurt.com">www.hereweareinfrankfurt.com</a></td>
<td>Show your face and use hashtags to let others know which topics interest you. It’s an original way to be found (or be found) by potential business partners and network with them via other social media channels.</td>
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<tr>
<td>LinkedIn</td>
<td>When you join the Frankfurt Book Fair LinkedIn group, you’ll regularly receive important industry news and be able to network with other community members.</td>
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<tr>
<td>Voucher booklet for booksellers and librarians (German speaking and international)</td>
<td>With these vouchers, booksellers will find your stand directly and start a conversation based on your offer.</td>
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<tr>
<td>Thematic guided tours across the exhibition site</td>
<td>Every year, we offer around 50 tours of the Fair based on different themes/areas of interest: for exhibitors, visitors and journalists.</td>
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<tr>
<td>Book collections at about 15 international book fairs</td>
<td>We curate book collections about current and relevant trends and topics, which generate international interest in the German book market.</td>
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SERVICES
Publishing Perspectives / FQ / white papers

YOUR ADVANTAGES
We provide you with up-to-date industry expertise in the form of trade magazines and exclusive market studies.

AND THAT’S NOT ALL!
This list is only a selection of our services. We are also there for you all year round to support you with your Fair preparations and networking in the international publishing market.

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We are happy to speak to you about our integrated marketing and advertising measures as well as cooperations.

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