

# Information for your registration

The registration **Form A Registration as an (Co-)Exhibitor** has four pages. Your registration is only valid if you have completed the original in full, signed on page 4 and returned it to us. If you are using an application form with pre-printed registration details from last year, please check the entries in the left column and add any changes in the right column. If no new information is added, we will use last year's data.

When registering a system stand, please also fill in **Form S Your system stand**, so that we can configure the stand according to your wishes.

**Form P Your company profile** is also part of the registration. You are not required to supply this information, but we recommend doing so as it is relevant in various areas (see also under **P Your company profile**).

## Registration deadline ...

... is **31 January 2017**. We are happy to receive registrations after this date, but it may be difficult to take account of requests for specific stand locations. If an exhibition area is fully booked by the time your registration is received, you will be informed. **If your registration reaches us by 30 November 2016, you will automatically be granted the special price for early-bird bookings.**

## 1 Registration Participation

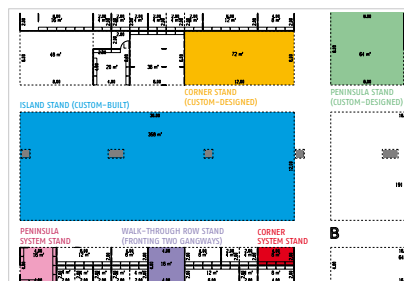
### Stand size

If you are hiring free space for a **system stand** or for the construction of **your own stand**, please also state the size in square metres. Please note that all sizes must be based on a 4 sqm grid, with stand dimensions entered in multiples of 2 m.

### Stand situation

**Corner stands** that border on one lengthwise and one side gangway as well as **walk-through row stands** that are open onto two gangways are subject to a surcharge of 10 per cent of the stand rental fee. A **peninsula stand**, that borders onto three gangways, is only available for stands of 16 sqm or more and is subject to a surcharge of 15 per cent of the stand rental fee. A **block or island stand** has four gangways running alongside all four sides of the stand. This stand type is only possible for custom-built stands of 100 sqm or more and is subject to a surcharge of 20 per cent of the stand rental fee. Although we will try to comply with your wi-

shes, we are unfortunately unable to guarantee the allocation of a corner, peninsula or island stand as there is limited availability in the halls.



Various stand positions using Hall 5.1 as an example

If you use the **system stand modules** of the Frankfurt Book Fair, it is not possible to completely remove the wall that faces the side gangway at a corner position. We can, however, replace the full wall with a half-open wall, please let us know if this is required.

### System stand

System stands can be varied according to your requirements. For this, please use **Form S Your system stand**. Detailed information on the Frankfurt Book Fair's system stand modules is provided under "Information on system stands" in the Registration Set and at [www.book-fair.com/system-stand](http://www.book-fair.com/system-stand).

**Please note:** If you order a system stand module, your stand is automatically fitted with flecked grey carpeting. Using **Form S Your system stand**, you can order carpets of different colours. If you have ordered carpets from a different service provider, this company must also undertake the removal or coverage of the standard carpet.

### Newcomer Package

In the Registration Set, you will find more information about the services included in the enclosed fact sheet. The offer is only available to companies that have not attended the Frankfurt Book Fair as an exhibitor in the past three years.

### Co-exhibitor

Anyone who does not wish to rent a stand of their own can attend as a co-exhibitor on the stand of another company. Subsidiaries or imprints that are to be included in the catalogues with their own entry can also be registered as co-exhibitors. In this case, we need a separate registration for the relevant company - either using the print form or online. Payment of the flat fee for co-exhibitors (see Price List 2017) entitles the co-exhibitor to their own stand sign

(for system stands only), their own Catalogue entries (print and online), full use of all online services, an exhibitor pass, as well as a copy of the Catalogue of Exhibitors. Co-exhibitors must be registered by **30 June 2017** at the latest in order to guarantee their inclusion in the print edition of the Catalogue.

## 2 Preferred location of stand and company address

### Preferred location of stand

These are the exhibition areas together with their locations as planned. If you choose exhibition area International Publishers, you will automatically be allocated to the hall of your national group (e.g. Spain to Hall 5.1).

- / **Art Books/Art/Design**  
Hall 4.1
- / **Children's and Young Adult Media**  
Halls 3.0, 5.1 and 6.1
- / **Comics**  
Hall 3.0
- / **Education**  
Halls 3.1 and 4.2
- / **German-language Fiction and Non-Fiction**  
Halls 3.0, 3.1 and 4.1
- / **Gourmet Gallery**  
Hall 3.1
- / **International Publishers**  
Halls 4.0, 5.0, 5.1, 6.0, 6.1 and 6.2
- / **Publishing Solutions and Book Trade Services**  
Hall 4.0
- / **Religion**  
Hall 3.1
- / **Stationery and Gifts**  
Hall 3.1
- / **STM & Academic Publishing, Specialist Information**  
Hall 4.2
- / **Tourism**  
Hall 3.1

(Planning as of August 2016)

We make every effort to take into account as far as possible your wishes for a specific position or for certain neighbouring stands. In the case of requests for stand vicinity, please enter the name of the requested neighbouring company on your registration form. As these requests are sometimes contradictory, you are asked to coordinate amongst yourselves in advance and to include a copy of the joint stand location request with the registrations of all those concerned. Please appreciate that it is not always possible to comply with all location requests - nor can we give any fundamental guarantee of a specific stand location.

In the event of more far-reaching changes, we do try to inform you in advance, in the case of smaller shifts (e.g. within a gangway), this is unfortunately impossible.

**Note for reservations:** The closer we are to the Fair, the fewer available spaces still remain. You are advised that once the stand allocation process has been completed, we only grant reservation of a free space for a specific period of which we will notify you in advance. If we do not receive your official registration within that period, we are entitled to allocate the space to another applicant without prior warning – even if you have given us a verbal or written undertaking.

### Water supply request

Since water supply points are only available in a limited number of gangways on the upper hall levels, it is important that your request for on-stand water supply can be taken into account when positioning your stand.

**The connection plus fittings and units must, however, be ordered from the respective installation contractor.**

The order form and the charges for fittings and units will be available to download on [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors) as from spring 2017. If the water point is not directly beneath your stand or at the position you request, it may be possible for the floor to be taken up in some cases on the ground floor levels. Please note, however, that all costs incurred for installation and underfloor work will be charged to you by the plumbing contractor.

### Company address

The company address should be the exhibiting company's registered place of business and be the same as the catalogue address. If paperwork for the Book Fair is to be sent to a different address from that of the company, please make a note of this on page 3 **Different addresses** under Mailing address.

### VAT no.

For us to submit invoices correctly to exhibitors from outside Germany, it is important that we have their VAT ID numbers. If you are an exhibitor with headquarters in an EU Member State, please send us your VAT ID number (Value Added Tax Identification Number). After this has been checked accordingly, we will be able to send you invoices exempt of German VAT. For exhibitors from non-EU countries we require a proof of the nature of your company issued by the relevant responsible authority. Ideally, you should send this together with your registration, or send it soon after to [vat@book-fair.com](mailto:vat@book-fair.com). Companies that are not acting commercially in terms of VAT law can not be sent invoices free of VAT.

### Contact person

All the documents and information relevant for the appearance at the Frankfurt Book Fair 2017 will be delivered to the contact person named here. If a different mailing address is entered on page 3, this ruling is exclusively applicable to the contact person named there.

### 3 Different addresses

You need only explicitly note down a mailing or an invoice address if this is different from your company address.

### Mailing address

Apart from your company address, you can give a mailing address where you wish to receive all Book Fair correspondence. The contact person entered here replaces the contact given with the company address (see above).

### Invoice address

The invoice address is the address on an invoice, that is, the address of the company to which an invoice is made out. Please note that the invoice will also be sent to what is given as your mailing address.

### 4 Catalogue entry

The Catalogue entry you have submitted with your stand registration will be added to the Frankfurt Catalogue at [www.book-fair.com](http://www.book-fair.com) immediately after processing of your registration. This means that you can then check your details at any time online. Please send us any changes by e-mail, fax or post – but please always in writing. **The deadline for the print version of the Catalogue is 30 June 2017.** Changes received after this date will be incorporated in our databases and updates will be made to the Online Catalogue.

### Catalogue text

You can promote your company with a brief text of no more than 250 keystrokes in length. Please note that it is not permitted to mention the names of affiliates, subsidiaries or other associated companies in the presentation text if they are not registered as co-exhibitors (see 1 **Registration Participation/Co-exhibitor**).

### Cross references

If your company name consists of more than one word and none of them is a clear alphabetical search word, you can refer to other parts of your company name by adding a cross reference to the print edition of the Catalogue. A maximum of two cross references can be included for a small fee. However, please note that cross references must be based on parts of the company name and should not refer to different companies or

imprints. Inapplicable cross references will be automatically deleted without notification to the exhibitor.

Example of a correct cross reference:

“Cavendish, see: Marshall Cavendish Ltd.”.

Example of an inapplicable cross reference:

“Marshall Cavendish Ltd., see: TickTock Publishing”.

If you want subsidiaries or imprints to be listed with an individual Catalogue entry, you must register them as co-exhibitors on your stand (see above).

### Sort word

**(alphabetical catalogue search word)**

Your choice of sort word determines the letter under which your company will be listed in the alphabetical listing of the Catalogue (e.g. company name: “Marshall Cavendish”, sort word: “Marshall”).

### P Your company profile

We do recommend an entry as detailed as possible, since this information is relevant for many different areas. It will also make your company easier to find, especially for customers who do not know you yet.

### S Your system stand

When you book a stand, you can also order a range of different fixtures and fittings at the same time. Please note that for our planning purposes, your order must be submitted without fail by **31 January 2017** together with your registration. No guarantee can be given for delivery of orders received any later. You can find information (illustrations and prices) on the different offers, either in the Registration Set or at [www.book-fair.com/system-stand](http://www.book-fair.com/system-stand).