

**Industry trends, networking  
and business deals**

Meet all the content professionals  
in one place: Frankfurt Book Fair.



11–15 October 2017  
**FRANKFURTER  
BUCHMESSE**

Guest of Honour France

Getting  
started  
is easy!

**Exhibit like the professionals do –  
with our special offer for newcomers.**

Are you a first-time exhibitor at Frankfurt Book Fair?  
Then book the Newcomer Package!

For just 3,925 Euros you get a fully equipped 8 sqm stand with  
many additional services, such as support in networking and  
marketing your products.

**Book the  
package now  
and save 10 %!**

Compared to individual booking.

[www.book-fair.com](http://www.book-fair.com)



[countdown.book-fair.com](http://countdown.book-fair.com)



[www.book-fair.com/businessclub](http://www.book-fair.com/businessclub)



#fbm17

# Included in our Newcomer Package:



## 8 sqm system stand

Incl. use of the system stand module (see information in Registration Set).



## Furniture & Light M

Three chairs, one table, four wide-angle spotlights, one wastepaper basket.



## Environment and energy surcharge

Making it a greener Fair: environmentally friendly waste disposal, electricity supply (1 kW), electricity consumption (eco-supply), air conditioning, eco-friendly basic cleaning services.



## Marketing fee

A company entry in the print Catalogue and online in the Frankfurt Catalogue, a print copy of the Catalogue, entries in the Calendar of Events etc.



## How to do Frankfurt!

Valuable tips and ideas to make the most out of your stay at the Frankfurt Book Fair.



## Networking event

The Newcomer Package includes a networking event that helps you improve the likelihood of making many valuable new contacts at the Fair.



## Three exhibitor passes

For admission to the exhibition site.



## Ten trade visitor one-day tickets

To send to your clients.



### Our price for you:

Newcomer Package Standard

€ 3,925.-\*

(Row stand)

Newcomer Package Corner Stand

€ 4,265.-\*

(If corresponding stand position is available)

\*All prices are subject to Value Added Tax at the applicable official rate.

## Additionally included:

- / **During preparation:** personal advice on logistics and transport from our service provider
- / **Shortly before the Book Fair:** invitation to the opening ceremony of the Frankfurt Book Fair
- / **At the Book Fair:** welcome pack with information on the programme of events

The offer is only available to companies which have not taken part at the Frankfurt Book Fair as an exhibitor for at least three years.



8 sqm system stand with Furniture & Light M

### Off you go:

Simply complete the enclosed registration form for the Frankfurt Book Fair 2017.

- / On page **1** **Registration Participation**, tick the Newcomer Package option.
- / On page **2**, please enter your company address and state your preferred stand location.
- / Please answer the questions on page **4** **Registration Catalogue Entry** and sign the form on this page.
- / On the **form P Your Company Profile** enter your market segment and, as a publisher, all the publication topics that apply to your company.
- / Send us your signed registration as soon as possible to secure your Newcomer Package.