

Registration Form for Digital Exhibitors

You can find further information on our Special Edition digital offers at buchmesse.de/digital-offers.

14 – 18 October 2020
**FRANKFURTER
BUCHMESSE**
Guest of Honour Canada



Please enter all requested information in the appropriate fields of this fillable PDF form.



Once you have completed the form, please print it out and **sign it**.



Send the completed and signed form to: digital@buchmesse.de.

01 Company details

Company name _____

Customer number _____

You can find your Frankfurter Buchmesse customer number, if you have one, on your last order confirmation.

I'm a new customer.

02 Company address

The contact person named here is responsible for your company's digital presence and can manage all digital offers via their account at [My Book Fair](#).

Correspondence in German English

Company name _____

PO box _____

PO Box postal code, City _____

Country _____

Telephone _____

Street, no. _____

E-mail _____

Website _____

Postal code, City _____

VAT no. _____

Contact person Ms Mr

First name _____

Telephone _____

Surname _____

E-mail _____

Please only use the E-mail address for all processes, with which you are registered at My Book Fair.

Please note that our digital offers are limited and only available to 7500 exhibitors.

Registration Form for Digital Exhibitors



03 Our digital services for exhibitors

The digital services of Frankfurter Buchmesse include:

Exhibitor Directory

- / Entry of the company address with logo, social media buttons and banner
- / Company description with extended number of characters
- / Possibility to upload documents, e.g. publishing programme, press releases etc.
- / Customisable link, e.g. to your own virtual stand
- / Link to Frankfurt Rights

Calendar of Events

- / Entry of events with the possibility to link to your own digital formats

Theme pages

- / Placement of your important content on the Frankfurter Buchmesse Highlights pages

Frankfurt Rights

- / Own publisher portal within Frankfurt Rights
- / Use of the Instant Rights Guide (tool for quick creation of your own rights guide with uploaded titles)
- / Option to manually upload an unlimited number of titles
- / Possibility to upload additional materials and share them via the platform with interested parties on request
- / Contact and mail functions within the platform

04 Exhibition area/Main focus

Please enter your main focus here (please select only one focus):

Fiction and Non-Fiction

Children's and young adult media

Religion

Science & Specialist Information

Audio

Art Book/Art/Design

Cosplay

Gourmet

Tourism

International Publishers

Literary Agency

Service Provider for Publishers & Booksellers

Education

Non-Book

Modern Antiquarian

05 Contact Rights & Licenses

Please enter here your contact person for Frankfurt Rights with name and e-mail address, i.e. the person who will manage your rights in Frankfurt Rights.

Yes, we would like to place our titles available for licencing in Frankfurt Rights.

Name _____

E-mail _____

06 Signature

With this registration, we accept the Terms & Conditions of participation in Special Edition digital.

Company name _____

Name _____

Date _____ Signature _____

07 How to submit this form

Please send us the completed form by E-Mail: digital@buchmesse.de.

Terms & Conditions for Digital Exhibitors

1. Digital exhibitor
2. Conclusion of the contract
3. Offers of Frankfurter Buchmesse GmbH
4. Obligations of the Exhibitor/ Liability
5. Cancellation of participation
6. Data protection
7. Written form, severability clause
8. Applicable law, place of fulfilment, place of jurisdiction

These Terms & Conditions apply to digital exhibitors of Frankfurter Buchmesse Special Edition Digital. Special Edition Digital is taking place for the first time this year with kind support from the German Federal Government's economic stimulus programme NEUSTART KULTUR.

The contract includes the digital formats Exhibitor Directory, the Calendar of Event, and Frankfurt Rights. These formats are free of charge for digital exhibitors this year thanks to the support of the German Federal Government.

The specific services included are described in the Exhibitor's order confirmation and the details provided on the registration form. Offers made by Frankfurter Buchmesse in response to enquiries are subject to change and non-binding.

Frankfurter Buchmesse Special Edition Digital is being organised by Frankfurter Buchmesse GmbH and takes place from 12 to 18 October 2020 on the internet. Use of the Exhibitor Directory, the Calendar of Events, and match-making tools remains available until April 2021, use of Frankfurt Rights until the end of June 2021.

1. Digital exhibitor

1.1 All German and international companies involved in the creation, preparation and distribution of content via media such as books, newspapers, magazines, teaching materials, audio, images, data carriers, or online platforms may become digital exhibitors at Frankfurter Buchmesse. This includes agencies and service providers for media sales and production, non-book suppliers, merchandisers, as well as institutions or associations active in the fields of culture and education.

1.2 Companies whose right to use their company name or essential parts of their company name is disputed by a previously exhibiting company with the same or similar company name can become digital exhibitors if they prove their right to use the company name by means of a legally binding title issued by a court of law of the Federal Republic of Germany or whose enforcement has been declared admissible.

1.3 Companies that are subject to judicial insolvency proceedings cannot become digital exhibitors. If such proceedings are opened

after registration for Frankfurter Buchmesse Special Edition Digital, the Organiser must be informed immediately.

2. Conclusion of the contract

2.1 By submitting the Organiser's fully completed and signed registration form by the application deadline of 15 September 2020 (by post, fax or e-mail with attachment), the Exhibitor makes a binding declaration to the Organiser that they wish to participate in Frankfurter Buchmesse Special Edition Digital.

2.2 Once the Exhibitor receives a written or electronic confirmation of participation from the Organiser after registering, this confirms the Exhibitor's acceptance as a digital exhibitor of Frankfurter Buchmesse Special Edition Digital, and thereby constitutes the conclusion of the contract. A legal claim to acceptance does not exist. The final decision to accept a digital exhibitor is the discretionary duty of the Organiser. The Organiser can refuse a digital exhibitor for objectively justified reasons. The Organiser is not obliged to give reasons for refusing the Exhibitor's admission to the event.

3. Offers of Frankfurter Buchmesse GmbH

After conclusion of the contract, the Exhibitor will receive access to the following digital services, subject to technical capacities:

3.1 Exhibitor Directory

- / Entry of the company address with logo and social media buttons
- / Company description
- / Possibility to upload documents, e.g. publishing programme, press releases etc.
- / Link to company website/own virtual stand
- / Link to Frankfurt Rights

3.2 Calendar of Events

- / Entry of events with the possibility to link to your own digital formats
- / Placement of content on the Highlights pages of Frankfurter Buchmesse

3.3 Frankfurt Rights

- / Own publisher portal within Frankfurt Rights
- / Use of the Instant Rights Guide (tool for quick creation of your own rights guide with uploaded titles)
- / Option to manually upload an unlimited number of titles
- / Possibility to upload additional materials and share them via the platform with interested parties on request
- / Contact and mail functions within the platform

3.4 Participation in professional programme and matchmakings

Participation in matchmakings, professional programme and the Frankfurt Conference. To be able to use these services, you need to register at My Book Fair, or log in using an existing account.

4. Obligations of the Exhibitor/Liability

4.1 For all content presented through the digital services, the Exhibitor bears the sole responsibility for non-infringement of third-party rights. They shall indemnify Frankfurter Buchmesse GmbH against any claims by third parties arising from the execution of the event, even if it is cancelled.

4.2 Frankfurter Buchmesse GmbH is not obliged to review submitted entries and content to determine whether they infringe on third-party rights, whether they comply with competition law provisions, or whether they might violate other applicable laws. Should third parties assert claims against Frankfurter Buchmesse on the grounds that a submission is legally inadmissible, the Exhibitor shall without delay indemnify Frankfurter Buchmesse GmbH against all claims asserted, including all costs of necessary legal defence.

4.3 Frankfurter Buchmesse GmbH is not responsible for third-party content to which it merely provides access for use. This applies, in particular, to content which the user can access by calling up a hyperlink. The inclusion of a hyperlink on the Frankfurter Buchmesse website does not imply that Frankfurter Buchmesse GmbH has checked the contents of the linked website. Frankfurter Buchmesse GmbH expressly distances itself from the content of linked websites.

4.4 In the event of a breach of the conditions set out here, Frankfurter Buchmesse GmbH reserves the right to remove all of the Exhibitor's content.

5. Cancellation of participation

5.1 The Exhibitor can withdraw from their participation free of charge until 9 October 2020 without giving reasons. The withdrawal must be communicated in writing to Frankfurter Buchmesse GmbH.

5.2 If Frankfurter Buchmesse Special Edition Digital has to be cancelled due to unforeseeable force majeure, the contractual partners shall bear their own costs incurred up to this point in time.

6. Data protection

6.1 Personal data that the Exhibitor provides to the Organiser in the course of registration and further contract processing will be stored in an automated process, taking into account the provisions of the EU General Data Protection Regulation, as well as the Data Protection Act and Telemedia Act of the Federal Republic of Germany. The Organiser shall use the company-related and personal data, in particular:

- / for handling business processes with the Exhibitor
- / for sending event-related offers by the Organiser themselves or by service providers commissioned by them
- / for information before and after the event
- / for postal advertising
- / for the transmission and updating of Exhibitor data and the transfer of selected data to individual service providers for the fulfilment of contracts
- / to create personalised tickets.

Of course, every digital exhibitor is free to declare in writing or by e-mail to the Organiser that they do not wish to receive further information about subsequent events. Detailed information on how Frankfurter Buchmesse GmbH handles personal data can be found at [buchmesse.de/en/privacy-policy](https://www.buchmesse.de/en/privacy-policy).

7. Written form, severability clause

Any and all contractual agreements arising from the processing and further execution of the contractual relationship must be in writing to be effective. The written form requirement shall be deemed to have been met if the respective declaration is transmitted in electronic form, by fax or e-mail and confirmed by the other party. Should individual provisions in the registration documents, the Terms & Conditions or in the „Technical Regulations“ be or become invalid, this shall not affect the validity of the remaining contractual provisions. In this case, the invalid provision shall be supplemented or amended with the aim to fulfil its intended meaning as best as possible.

8. Applicable law, place of fulfilment, place of jurisdiction

8.1 In the event of a dispute, the interpretation of the contract and participation conditions shall be based on the German text.

8.2 All legal relations between the Organiser and the Exhibitor shall be governed exclusively by the laws of the Federal Republic of Germany, with the exception of the UN Convention on Contracts for the International Sale of Goods.

8.3 The place of fulfilment and place of jurisdiction for both parties is Frankfurt am Main, Germany, provided that the Exhibitor is a commercial entity, legal entity under public law, or special fund under public law, or has no general place of jurisdiction in the Federal Republic of Germany or, after conclusion of the contract, moves their place of residence or usual abode to another country or to an unknown place. However, the Organiser also reserves the right to take legal action at the Exhibitor's general place of jurisdiction.