

Registration as Digital Exhibitor

Information on further digital presentation options can be found on:
buchmesse.de/en/exhibit/digital-presentation-options

20–24 October 2021
**FRANKFURTER
BUCHMESSE**
Guest of Honour Canada



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



Please make sure to sign the forms before submitting.



Send the completed form via e-mail by **15 September 2021** to:
digital@buchmesse.de

01 Company details

Company name

Customer number

You can find your Frankfurter Buchmesse customer number on your last order confirmation.

[I'm a new customer.](#)

02 Registration

We hereby bindingly register as a Digital Exhibitor at Frankfurter Buchmesse 2021 for the price of 399.00 Euro (price incl. sponsorship, plus VAT).

Your Digital Services:

Exhibitor Directory

- / Entry of company address with telephone, e-mail, website
- / Company description: promotional text with up to 250 characters
- / Unlimited naming of publication topics and industries
- / Link to Frankfurt Rights
- / Customizable link to virtual stand (if available), website, etc.

In order to manage your entry in the Exhibitor Directory, we use the services of NEUREUTER MEDIA GmbH. You will receive an e-mail as soon as it is possible to enter your information in the directory.

Additional advertising options such as company logo, social media button, document storage (for uploading the publishing programme, press releases, etc.) can also be ordered for a fee through the company NEUREUTER: NEUREUTER MEDIA GmbH, Messe-Allee 2, 04356 Leipzig, Tel.: +49 (0)341 678-27782, Fax: +49 (0)341 678-27788, E-Mail: neureuter@buchmesse.de.

Calendar of Events

- / Unlimited number of entries of events with possible linking to own digital formats

Your entries in the Exhibitor Directory and the Calendar of Events can also be accessed in the Frankfurter Buchmesse App.

03 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
- Comic/Cosplay

- Gourmet
- Tourism
- Literary Agency
- Service Provider for Publishers & Booksellers
- Education
- Stationary & Gifts
- Modern Antiquarian



Please return this page to Frankfurter Buchmesse.



04 Company address

Correspondence in German English

Company name _____

PO Box _____

PO Box postal code, City _____

Country _____

Telephone _____

Street, no. _____

E-mail _____

Website _____

Postal code, City _____

VAT number _____

Contact person Ms Mr divers

First name _____

Telephone _____

Surname _____

E-mail _____

All relevant documents and information on the Frankfurter Buchmesse participation will be sent to the contact person named here. This contact person is also automatically designated as the administrator for Digital Services (see point 07). (Exception: in the case of an alternative contact person under "06 Mailing Address")

05 Invoice address

The invoice will be issued to the address given here.

Same as company address

Correspondence in German English

Company name _____

PO Box _____

PO Box postal code, City _____

Country _____

Telephone _____

Street, no. _____

E-mail _____

E-mail for receipt of digital invoice (if different) _____

Postal code, City _____

Contact person Ms Mr divers

First name _____

Telephone _____

Surname _____

E-mail _____



06 Mailing address

All relevant documents and information on participation at Frankfurter Buchmesse will be sent to the contact person named here.

Same as company address

Correspondence in German English

Company name _____

Postal code, City _____

PO Box _____

PO Box postal code, City _____

Country _____

Street, no. _____

Telephone _____

E-mail _____

Contact person Ms Mr divers

First name _____

Telephone _____

Surname _____

E-mail _____

07 Using digital services

The digital services for a Digital Exhibitor include the **Exhibitor Directory** and entries in the **Calendar of Events**. Administrative rights are appointed to the contact person given under "04 company address" (or mailing contact) following prior registration at My Book Fair ([buchmesse.de/login](https://www.buchmesse.de)). Alternative contact persons for access rights to the services listed below can be given here (here a prior registration at My Book Fair is also required):

Exhibitor Directory

Contact person Ms Mr divers

First name _____

Surname _____

E-mail _____

Calendar of Events

Contact person Ms Mr divers

First name _____

Surname _____

E-mail _____



07 Tax exemption for companies outside of Germany

Digital exhibitors outside of Germany who are economically active as companies may, under certain conditions, be invoiced without value-added tax. Please provide the following information to enable an appropriate check:

With this registration we confirm that the address of the company listed under "04 Company address" is based in an EU country and is registered with the given VAT ID number.

As a commercially active company with its registered office outside of the EU, we provide with this registration proof of our status as an entrepreneur from the relevant authority.

We will submit the relevant certification to vat@buchmesse.de as soon as possible.

The company is not economically active in terms of VAT and is therefore not eligible for the above-mentioned review.

For more information, please visit buchmesse.de/vat.

08 Signature

With this registration we accept in all points the conditions of participation as Digital Exhibitor of Frankfurter Buchmesse 2021.

Company name (Please using block letters)

Name

Date

Signature

09 How to submit this form

Please return the completed form via E-mail: digital@buchmesse.de

Terms & Conditions for Digital Exhibitors

1. Digital Exhibitors
2. Establishment of the contract
3. Services of Frankfurter Buchmesse GmbH
4. Obligations of the Digital Exhibitor/Liability
5. Fees
6. Payment deadlines
7. Withdrawal from participation
8. Data protection
9. Written form, severability clause
10. Applicable law, place of performance, place of jurisdiction

These Terms & Conditions of Participation apply to Digital Exhibitors at Frankfurter Buchmesse. Taking place from 20–24 October 2021, the fair is supported by the German government through its NEUSTART KULTUR economic stimulus programme.

The Digital Exhibitor Directory and Calendar of Events are part of the contract.

The concrete description of services is derived from these Terms & Conditions of Participation and from the information provided in the registration form. Offers made by Frankfurter Buchmesse GmbH (the Organiser) in response to enquiries are non-binding and subject to change.

The Exhibitor Directory will remain available for use until spring 2022.

1. Digital Exhibitors

1.1 All German and foreign companies involved in the creation, preparation and dissemination of content via media, such as books, newspapers, magazines, teaching materials, audio, images, data carriers, and online platforms are eligible to become Digital Exhibitors at Frankfurter Buchmesse. This also includes agencies and service providers for the trade and production of media, non-book providers, merchandisers, as well as institutions or associations in the fields of culture and education.

1.2 Companies whose right to use their company name or essential company components is disputed by a previously exhibiting company with the same or similar company name may become Digital Exhibitors if they prove their right to use that company name with a legally binding title that has been issued by a court of the Federal Republic of Germany or whose enforcement has been declared admissible.

1.3 Companies undergoing legal insolvency proceedings cannot become Digital Exhibitors. If such proceedings are opened after registration for the Frankfurter Buchmesse, the Organiser must be notified immediately.

2. Establishment of the contract

2.1 When the Digital Exhibitor sends the fully completed and signed registration form provided by the Organiser (via post, fax, or e-mail attachment) by 15 September 2021 at the latest, a binding declaration is made to the Organiser that they wish to take part at Frankfurter Buchmesse.

2.2 If the Digital Exhibitor receives a written or electronic order confirmation from the Organiser after sending the registration form, this confirmation constitutes the admission of the Digital Exhibitor to Frankfurter Buchmesse and

thus the finalisation of the contract. There is no legal right to admission. The Organiser shall decide whether to admit the Digital Exhibitor by exercising due discretion. The Organiser may refuse admission for objectively justified reasons. The Organiser is not obliged to give reasons for non-admission to the event.

3. Services of Frankfurter Buchmesse GmbH

After finalisation of the contract, the Digital Exhibitor shall receive access to the following digital services, subject to technical capacities:

3.1 Exhibitor Directory

- / Entry of company address
- / Company description
- / Link to company website/virtual stand
- / Link to Frankfurt Rights

3.2 Calendar of Events

- / Entry of events with the possibility to link to digital offerings

4. Obligations of the Digital Exhibitor/Liability

4.1 For all content within the context of the provided digital services, the Digital Exhibitor shall bear sole responsibility for the non-infringement of third-party rights and shall indemnify Frankfurter Buchmesse GmbH against third-party claims arising from the provision of services, even if cancelled.

4.2 Frankfurter Buchmesse GmbH is not obliged to check entries and contents to see whether they infringe on any third-party rights, whether they comply with the provisions of competition law, or whether they violate applicable law. Should third parties assert claims against Frankfurter Buchmesse due to the legal inadmissibility of an entry, the Digital Exhibitor shall upon first request 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 via hyperlink. The inclusion of a hyperlink on the Frankfurter Buchmesse website does not mean 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 Frankfurter Buchmesse GmbH reserves the right to remove all of the Digital Exhibitor's content in the event of a breach of the conditions stated here.

5. Fees

Fees can be found on the registration form and in the offers on our website. All prices contained in our order confirmation are binding.

6. Payment deadlines

6.1 Rental and other fees are to be paid in advance before the event, without any deductions, upon receipt of an invoice to one of the following accounts of the Organiser:

Frankfurter Sparkasse
Account #: 200 452 819 | Sort code: 500 502 01
SWIFT code/BIC: HEL AD EF 1822
IBAN: DE73 5005 0201 0200 4528 19

Postbank Frankfurt am Main
Account #: 1021 601 | Sort code: 500 100 60
SWIFT code/BIC: PBNK DE FF
IBAN: DE21 5001 0060 0001 0216 01

Commerzbank AG, Frankfurt am Main
Account #: 90 189 100 | Sort code: 500 800 00
SWIFT code/BIC: DRES DE FF XXX
IBAN: DE96 5008 0000 0090 1891 00

Complaints shall only be taken into consideration if they are received within three weeks of the invoice date.

7. Withdrawal from participation

7.1 The Digital Exhibitor may withdraw from the event without giving reasons until 15 October 2021. The withdrawal fee is 100% of the participation fee. The withdrawal must be submitted in writing to Frankfurter Buchmesse GmbH.

7.2 If Frankfurter Buchmesse has to be cancelled due to unforeseeable force majeure, the contracting parties shall bear their own costs incurred up to that point.

8. Data protection

8.1 Personal data provided by the Digital Exhibitor to the Organiser in the course of registration and further contract processing shall be stored in an automated process, taking into account the provisions of the EU General Data Protection Regulation (GDPR), the Federal Data Protection Act, and the Telemedia Act of the Federal Republic of Germany. In particular, the Organiser uses the Digital Exhibitor's company and personal data:

- / to handle business processes with the Digital Exhibitor
- / to send offers by the Organiser or by commissioned service providers in connection with the event
- / to provide information before and after the event
- / to send advertising via post
- / to transmit and update our exhibitor data and to pass on selected data to individual service providers for the fulfilment of contracts
- / to create personalised tickets

Of course, every Digital Exhibitor is free to declare to the Organiser in writing or by e-mail that they do not wish to receive further information about future events.

Detailed information on how Frankfurter Buchmesse GmbH handles personal data can be found at [book-fair.com/privacy](https://www.buchmesse.com/privacy)

9. Written form, severability clause

All contractual agreements within the scope of the processing and further implementation of the contractual relationship must be established in writing in order to be valid. The written form requirement is fulfilled if the declaration is transmitted in electronic form, by fax, or e-mail and is confirmed by the other party. Should individual provisions in the registration documents, the Terms & Conditions of Participation, or 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 in such a way that the purpose intended by it is achieved as closely as possible.

10. Applicable law, place of performance, place of jurisdiction

10.1 In the event of a dispute, the Terms & Conditions of Participation shall be interpreted on the basis of the German text.

10.2 The entire legal relationship between the Organiser and the Digital Exhibitor shall be governed exclusively by the law of the Federal

Republic of Germany, under exclusion of the UN Convention on Contracts for the International Sale of Goods.

10.3 The place of performance and jurisdiction for both parties is Frankfurt am Main, provided the Digital Exhibitor is a merchant, a legal entity under public law, or a special fund under public law, or either has no general place of jurisdiction in the Federal Republic of Germany, moves the place of residence or usual abode to another country, or moves to an unknown location after conclusion of the contract.

However, the Organiser also reserves the right to take legal action at the Digital Exhibitor's general place of jurisdiction.