

# Frankfurter Buchmesse

Your perfect match.

## Innovations 2020 to 2023

The success of a fair is measured on the number high-quality connections it provides. They can come from networking and finding the perfect business partner, or when an unexpected new idea gets paired up with important opinion leaders. With its „Connect FBM“ innovation concept, Frankfurter Buchmesse has launched numerous initiatives, services and projects that help accelerate business success in 2020 and beyond by facilitating higher quality connections at the fair.



### Get found by those who seek

With professional advice and support from the Urban Health Games (UHG) research group at Darmstadt Technical University, Frankfurter Buchmesse has continuously optimised the visitor guidance system with a wide range of matchmaking options in the app and on site, along with easy to understand fair maps and the merging of peer groups.

### Reach your goals

300 000 visitors mean 300 000 reasons to visit the fair: business contacts, licence negotiations, innovative technologies – every trade and private visitor has their own unique motivation. That's why, in 2020, we've divided Frankfurter Buchmesse into even more thematic areas. This way, exhibitors can better meet their partners and customers thanks to a more targeted concept with customised services and thematic heat maps showing where the most important events, meetings and players can be found.

### Getting ahead

Thanks to a clear infrastructure with direct connections and a clearly structured visitor path network, your customers will find their way to your exhibition stand with greater precision. With clearly structured, legible signs, visitors can reach relevant locations more quickly.

# We've got big plans.

2020 is just the beginning. Moving forward, we'll continue taking steps to improve the quality of your connections at Frankfurter Buchmesse.

**6.0**  
English-language World, Japan, Korea, Taiwan, Hong Kong

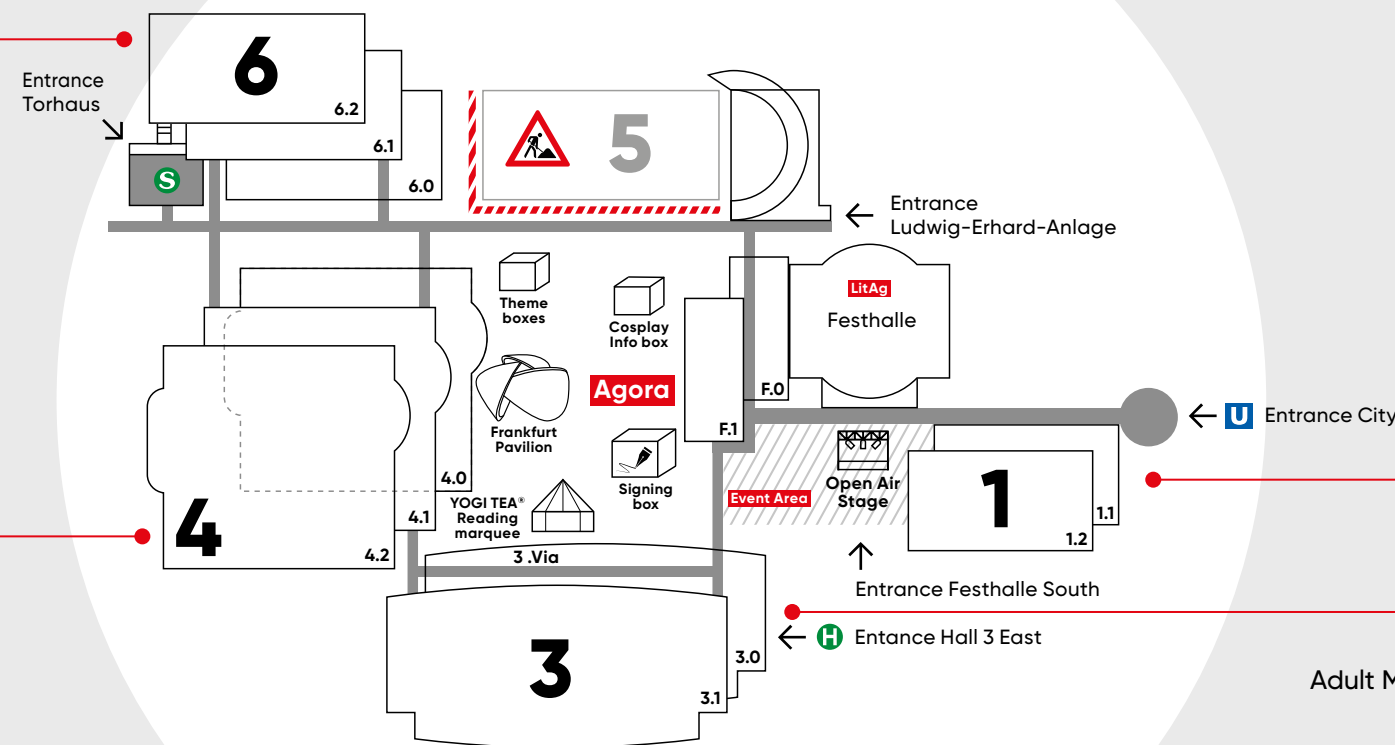
**6.1**  
English-language World, India

**6.2**  
English-language World, China

**4.0**  
The ARTS+/B3, international publishers from CEE, Belgium (Flanders), Netherlands, Southeast Europe, Scandinavia, Southeast Asia

**4.1**  
International publishers from Africa, the Arab World, Belgium (Wallonia), France, Italy, Greece, Latin America, Portugal, Spain, Switzerland (francophone), Turkey, Central Asia, Frankfurt Kids

**4.2**  
Science, Business Information, Frankfurt EDU



# 2020

## Halls 4 and 6: The place for international publishing

International exhibitors formerly in Hall 5 will occupy two levels of Hall 4, while Hall 4.2 will remain the usual location for scientific publishers. Some exhibitors from Hall 4 are moving to Hall 1, where trade and private visitors can find them more easily and quickly. English-language and Asian exhibitors (China, Hong Kong, Taiwan, Korea, Japan, India, and Bangladesh) will present in Hall 6.

## Halls 1 and 3: New spaces and the window to the city

Fiction, Non-Fiction, Children's Books and other subjects will find their home here – from Frankfurt Audio and Frankfurt Authors to Guidebooks and Education. The new glass façade to the east makes Hall 1 one of the most impressive locations at Frankfurter Buchmesse.

# Frankfurter Buchmesse

Your perfect match.

#fbm20



**1.1**  
Fiction and Non-Fiction, Art Book, Art, Design, Self-Publishing, Fantasy, Frankfurt Authors

**1.2**  
Fiction and Non-Fiction, Weltempfang, Frankfurt Audio

**3.0**  
Fiction and Non-Fiction, Children's and Young Adult Media, Stationery and Gifts, Book Wholesalers, Publishing Distributors, Software Providers

**3.1**  
Fiction and Non-Fiction, Frankfurt EDU, Gourmet Gallery, Tourism, Religion

# 2023

## Hall 5 is ready

Brand-new in 2023, Hall 5 will be ready to host international activities.