

Expanded book sales to the general public at the weekend in 2019

In 2019, exhibitors can sell books and publishing products at the suggested retail prices to the general public at events and during the last two days of the fair (Saturday and Sunday).

1. GENERAL PERMISSION TO SELL BOOKS TO THE GENERAL PUBLIC ON THE WEEKEND

Exhibitors can sell books during both days of the weekend when the fair is open to the general public. To do so, no further permission is required. Sales can be managed by publishers themselves, or they can be managed by third parties or in cooperation with a bookseller or another retailer at fair stands.

2. BOOK SALES ORGANISED BY PUBLISHERS THEMSELVES

Book sales are the responsibility of and are independently organised by exhibitors or, if applicable, by cooperating retailers – just like on the Sundays of previous years. The exhibitors are responsible for ensuring a smooth process, despite the additional effort required for sales, and they are responsible for ensuring adequate stock and staffing. Exhibitors are kindly asked to contribute to an overall tidy and organised presentation of the fair, especially so during the time it is open to the general public. Exhibitors must ensure that they can present their exhibits up until the end of the final day of the fair (see Terms & Conditions of Participation 14.1).

3. SALES AT SUGGESTED RETAIL PRICES

All items sold by publishers that are subject to regulations that dictate fixed retail prices must be sold at their suggested retail price. Discounts and rebates are not permitted. Give-aways must be of negligible value (2% of the suggested retail price). It is not permitted to count the price of a book fair ticket towards the purchase of a book. Defective copies must have a significant defect that was not intentional, and they must be clearly labelled as defective; only in such cases are books no longer subject to fixed price regulations. The book fair, the legal department of Bösenverein and the fixed-price officer of the Bookseller Committee, Birgit Menche, will monitor adherence to the regulations of the German fixed book price regulation (Buchpreisbindungsge-
setz) through spot checks and test purchases. For proven instances of non-compliance to the German fixed book price regulation, exhibitors will face a contractual penalty that will go to benefit the Sozialwerk des Deutschen

Buchhandels (German bookseller charity).

This contractual penalty shall be 200 euros for first-time offenders and 500 euros for repeat offenders. Frankfurter Buchmesse reserves the right to ban repeat offenders from further participation as exhibitors at the fair.

4. OBLIGATION FOR PROPER TAX AND ACCOUNTING PRACTICES

Exhibitors (or sellers) are required to ensure adherence to proper tax and accounting practices. Sales must be recorded according to applicable law and a receipt or proof of purchase must be provided to the customer. The receipt provides proof of purchase when individuals and/or their bags are checked by security. Due to the fact that companies can determine their own sales accounting practices, please consult your tax adviser or the German tax authorities (Finanzamt) for information on current laws guiding the accounting of sales. Frankfurter Buchmesse cannot provide accounting systems or EC-card readers.

Note for booksellers: Sales at the fair do not count as book table sales (Büchertisch) at a singular event. For that reason, open cash boxes may not be sufficient in certain cases and an actual cash register or comparable system with a readable memory might be required.

5. DETERMINING STOCK LEVELS AT THE STAND / FIRE PROTECTION

The permitted amount of stock at a stand should still reflect the amount needed for that day: "The amount needed for a day" is equal to a Euro pallet with a typical load of books, brochures and other flammable items, regardless of the size of a stand. A "typical load" is equal to the basic size of a pallet (1.2 m x 0.8 m) and a maximum height of 2.0 m. All other stock in excess of this amount must be kept away from the stands and halls; they can, for example, be held by a shipping company on-site at the fair and then delivered to the stand on an as-needed basis. Storing empty packaging of any kind, such as packing crates/cartons and packaging materials, on stands and/or in exhibition halls is prohibited. The same regulations as in previous years shall apply with regard to fire prevention: With regards to safety and fire protection, exhibition stands must strictly adhere to the Technical Regulations (see <https://www.buchmesse.de/files/media/pdf/service-technical-regulations-frankfurt-book-fair.pdf>). Messe Frankfurt will be monitoring for compliance.

6. ADDITIONAL STORAGE OPPORTUNITIES

Storage at the stand is limited due to applicable fire protection regulations (day pallet for stands, see 5.). All other stock in excess of this amount must be kept away from the stands and halls; they can, for example, be held by a shipping company on-site at the fair and then be delivered to the stand on an as-needed basis. Service providers on-site can provide additional capacity for temporary storage according to need and deliver items to stands as needed. The exhibitors are free to choose their service provider and can continue to use previous providers and modalities (e.g. Cargo Center).

During the fair, pallets may not be delivered to stands during opening hours; they must be delivered mornings from 6.00 – 9.00 am or evenings from 6.30 – 9.00 pm.

An offer from Panalpina (FBM's delivery partner): Regular storage and delivery to the storage facilities of Panalpina Messe Frankfurt and a delivery of ≥ 2 m to the fair stand costs 63.00 euros per metre (min. 2 m), not including an organisational fee of 29.50 euros.

Panalpina can provide an individual offer to any exhibitor upon request. The company can also provide standard interim storage and delivery to stands for individual articles as requested, as well as daily delivery services for events. Exhibitors should contact Panalpina at least four weeks in advance of the fair.

Contact:

Mr Stefan Görlich (Phone: +49 (0) 6105-937-441, E-mail: stefan.goerlich@panalpina.com)

Mr Philipp Hofmann (Phone +49 (0) 6105-937-446, E-mail: philipp.hofmann@panalpina.com)
buchmesse.de/service/dienstleister

7. ORGANISATIONAL AND LOGISTICAL QUESTIONS

Organisational and logistical questions relating to book sales can be directed to the respective customer manager or to the service department:

Phone: +49 (0) 69 2102-111

E-mail: buchverkauf@buchmesse.de

Booksellers who are interested in organising sales at a publisher's stand during the weekend, as well as exhibitors who are looking for a bookseller to partner with for the purpose of selling books, should contact the service department:

Phone: +49 (0) 69 2102-111,

E-mail: buchverkauf@buchmesse.de

All information can be found at buchmesse.de/en/booksale