



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

Plan. Decide. Make your presence felt.

At the most exciting place in the world.
Frankfurter Buchmesse.

Exhibition Options & Prices 2020.

An overview of the many offers and opportunities to present your company at Frankfurter Buchmesse: fair stands, thematic main and second exhibition locations, stage events, and advertising.

buchmesse.de

[#fbm20](https://twitter.com/fbm20)





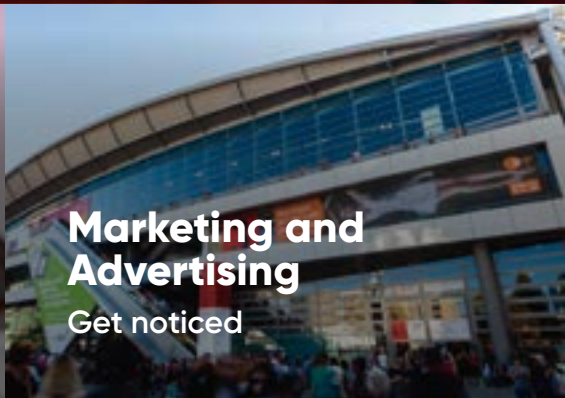
Fair stand

Do business



Themed exhibition areas

Hit your target



Marketing and Advertising

Get noticed



Networking

Stay in touch

Everything at a glance

Offers for exhibitors at Frankfurter Buchmesse



Fair stand

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Fair stand

Do business.

Picking the right stand will play a significant role for a successful fair appearance. Here are the options available to you to set the scene.



Fair stand

Your main presence: System Stand



System Stand (Standard)

Our ready-made system stands are available in various sizes from 4 sqm and include walls, carpet (grey rep), bookshelves, bench cabinets, electrical connection (1 kW) in the ceiling frame and stand sign(s). The stand price also includes – depending on stand size – a fixed number of exhibitor passes (incl. free ticket for public transport).

Smaller companies and start-ups can benefit from a reduced stand rental fee when ordering a 4/6/8 sqm stand – exhibitor diversity is important for us.

For further equipment of your system stand we offer you different furniture packages as well as other elements and extras.

Row stand 4 sqm	€ 1,260.–
Row stand 6 sqm	€ 2,663.–
Row stand 8 sqm	€ 3,550.–
Row stand 12 sqm	€ 6,240.–
For each additional 4 sqm	€ 2,080.–

Here you can find all the necessary technical information on our System Stand. Based on a floor grid of 2x2 metres, you can choose any stand size.

The price of the System Stand includes:

- / Floor carpet (grey rep)
- / Side and back walls according to the width and breadth of your stand
- / Four bookshelves per 1m wall panel
- / One bench cabinet per 1m back wall panel
- / One ceiling frame per 4 sqm, incl. conductor rail and one connection (1 kW) to the mains
- / Support walls for stands > 8 sqm (according to structural needs)
- / Stand signs with company name and location (2 signs for stands > 8 sqm)
- / Exhibitor passes (quantity according to stand size)

Additional extras that you can book at registration:

- / Furniture & Light Packages
- / Elements & Extras
- / Or you request an offer for a System Stand Deluxe (≥12 sqm)

Information:

The standard carpet colour in the main aisles is anthracite ("anthracite").
The main vertical and circumferential aisles will have red carpet ("tomato").



Basic 4 sqm System Stand



8 sqm System Stand with Elements & Extras


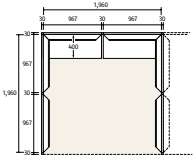

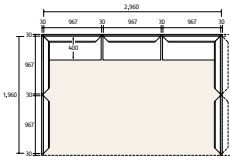

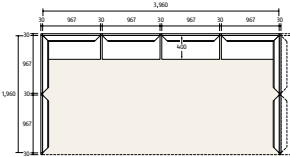

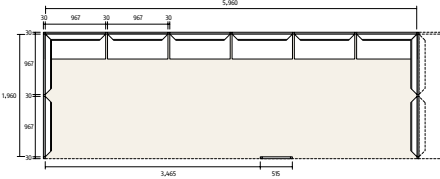

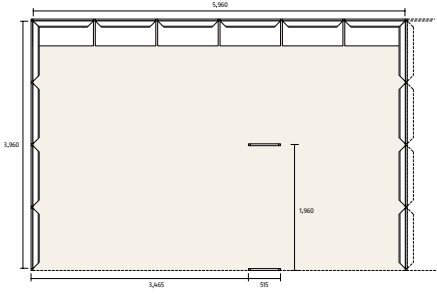
Fair stand

Your main presence: System Stand



System Stand examples

Depending on the size and type of stand, certain structural elements may be required to support the ceiling frames and ensure overall stability. Such elements may include individual supporting walls, full or half-open 1m wall panels, as well as corner constructions made of a mix of those. The book shelves are not included in the perspective representations.

<div>System Stand 4 sqm</div> <div></div> <div></div> <div><p>Dimensions (D × W): 2 m × 2 m</p><p>Surface area: 4 sqm</p><p>Interior dimensions: 1.96 m × 1.96 m</p><p>Prices*: € 1,398.– (standard price)</p></div>	<div>System Stand 6 sqm</div> <div></div> <div></div> <div><p>Dimensions (D × W): 2 m × 3 m</p><p>Surface area: 6 sqm</p><p>Interior dimensions: 1.96 m × 2.96 m</p><p>Prices*: € 2,801.– (standard price)</p></div>	<div>System Stand 8 sqm</div> <div></div> <div></div> <div><p>Dimensions (D × W): 2 m × 4 m</p><p>Surface area: 8 sqm</p><p>Interior dimensions: 1.96 m × 3.96 m</p><p>Prices*: € 3,944.– (standard price)</p></div>	<div>System Stand 12 sqm</div> <div></div> <div></div> <div><p>Dimensions (D × W): 2 m × 6 m</p><p>Surface area: 12 sqm</p><p>Interior dimensions: 1.96 m × 5.96 m</p><p>Prices*: € 6,634.– (standard price)</p></div>	<div>System Stand 24 sqm</div> <div></div> <div></div> <div><p>Dimensions (D × W): 4 m × 6 m</p><p>Surface area: 24 sqm</p><p>Interior dimensions: 3.96 m × 5.96 m</p><p>Prices*: € 13,019.– (standard price)</p></div>
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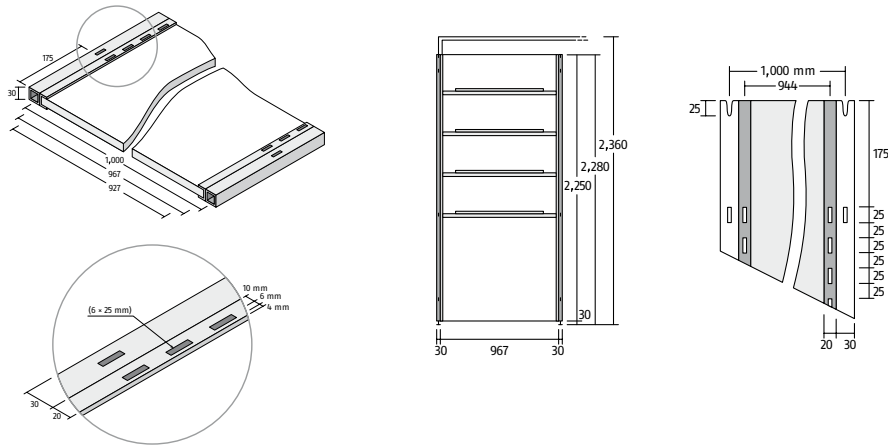
* The sample prices include the fee for the space, the System Stand material, the obligatory environment and energy surcharge, and the obligatory marketing fee for the main exhibitor. Fees for co-exhibitors are invoiced separately and are not included in these prices. Prices do not include VAT.



Detailed measurements for System Stands

A dimensional tolerance of ± 10 mm must be taken into account.

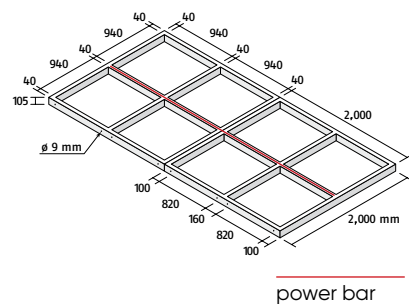
Wall element



Dimensions (D x H x W):
24 mm x 2,250 mm x 927 mm

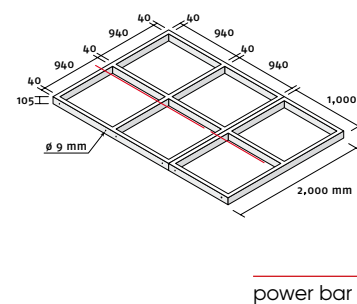
Maximum load for a stand-alone wall: 55 kg
Maximum load for connected walls: 65 kg

Ceiling frames



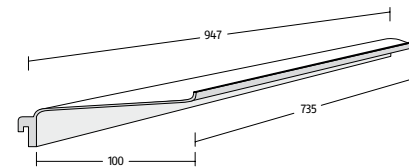
Two adjacent ceiling frames (2 m × 2 m)
with power bar above them in the middle.

Ceiling frames (6 sqm)



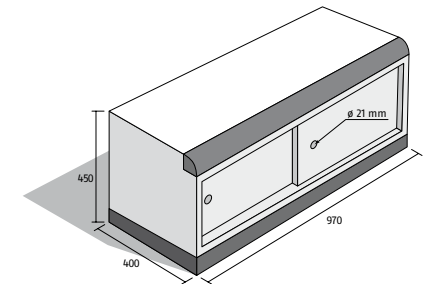
Two adjacent ceiling frames (2 m × 2 m & 1 m × 2 m) with a conductor rail running through the middle.

Bookshelf



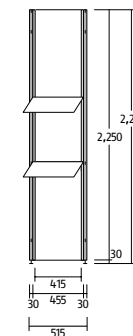
Maximum load: 10 kg per shelf.

Bench cabinet



Locks can be purchased at the fair. Bench cabinets must not be stacked on top of each other. Maximum load: 100 kg per bench cabinet.

Support wall with two brochure holders



Dimensions (D x H x W):
24 mm x 2,250 mm x 415 mm

Each support wall can support max. 2 brochure holders. Maximum load: 3 kg per brochure holder. Support walls that border back or side walls do not have brochure holders.

Stand nameplate



Electric socket

The electric socket is connected directly into the conductor rail within the ceiling frame. Additional electric sockets can be ordered from our partner electrician. All other works such as the laying of cables or additional kilowatts must be ordered from and paid to this service contractor.

For contact information, please see:
buchmesse.de/service-contractors

Fair stand

Your main presence: System Stand – Furniture & Light



Overview of our offers for your System Stand

The basis for your presentation: Every System Stand includes walls, bookshelves and bench cabinets. In addition, we offer many possibilities to individualise the stand and adapt it to your requirements. We can supply you with all the components so you do not have to coordinate different service contractors.

Additional elements – Equipment for your stand

For additional equipment and furnishing you can choose from a comprehensive range of options to set the right scene for your branding and product

Furniture & Light

The basics:
e.g. tables, chairs, spotlights
(see page 13)



and/or

Elements & Extras

That special touch: e.g. cubicles,
desks, carpet colour options, etc.
(starting on page 14)



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12 sqm System Stand with Elements & Extras

Furniture & Light

Furniture and lighting are available for your System Stand in a package tailored to the size of your stand.



chair

table 70 x 70 cm

wastepaper basket

spotlight

	chair	table 70 x 70 cm	wastepaper basket	spotlight	
Light XS	–	–	–	2	€ 132.–
Furniture & Light S	2	1	1	2	€ 202.–
Furniture & Light M	3	1	1	4	€ 323.–
Furniture & Light L	6	2	2	6	€ 536.–
Furniture & Light XL	6	2	2	8	€ 632.–
Furniture & Light XXL	9	3	2	10	€ 840.–

Your contractual partner is Frankfurter Buchmesse GmbH

If you want to order individual furniture, please
get in touch with the relevant service contractor:

Messe Frankfurt Medien und Service GmbH
Fairconstruction
Mietmöbel und Bodenbeläge
Phone.: +49 (0) 69 7575-3521, -5559, -5287
Fax: +49 (0) 69 7575-6285
E-mail: ausstattung@messefrankfurt.com

If you want to order additional spotlights, please
get in touch with the relevant service contractor:

Messe Frankfurt Medien und Service GmbH
Fairconstruction
Phone: +49 (0) 69 7575 - 3505
E-mail: SMP@messefrankfurt.com

For more information, please see buchmesse.de/service-contractors.

Fair stand

Your main presence: System Stand – Elements & Extras



Equipment for your System Stand

For extra equipment and furniture for your system stand, you can select from our comprehensive range of extras that put your brand and products in the spotlight both effectively and inexpensively. You can book any extras in addition to your System Stand.



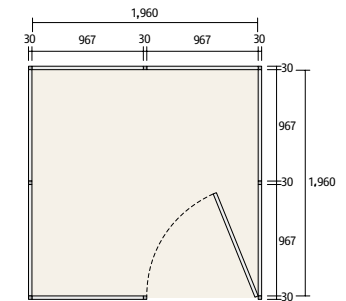
- | | |
|------------------------|-------------------------------|
| 1. Small sloping shelf | 6. Cubicle without door 2×2 m |
| 2. Sloping shelf | 7. Counter 1,5 m |
| 3. Cubicle 1×1 m | 8. Gallery bar |
| 4. Carpet (red) | 9. Decorative grid |
| 5. Coat rail | |



- | | |
|-------------------------|-------------------------------|
| 10. Shelf XL | 14. Cubicle with door 2×2 m |
| 11. Cushions (red) | 15. PC lectern/cabinet |
| 12. Furniture & Light M | 16. Half-open wall with shelf |
| 13. Cabinet unit 1 m | |

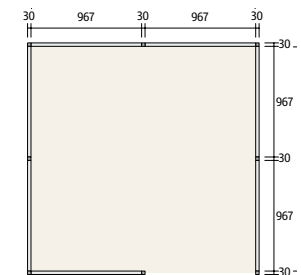
All prices are subject to Value Added Tax, due at the applicable official rate. Please also note the deadlines and additional contractual provisions described beginning on page 24.

Cubicle 2×2 m, with door



Price: € 798.–

Cubicle 2×2 m, without door



Price: € 440.–

Fair stand

Your main presence: System Stand – Elements & Extras



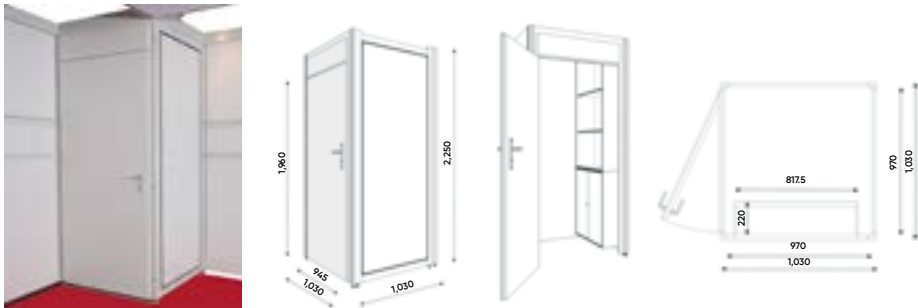
Cubicle 1×1 m, with door and cabinet unit back left



Cubicle consisting of a 1 m door element, a 1 m cabinet unit (outer walls are formed by the panels of the stand).

Price: € 1,126.–

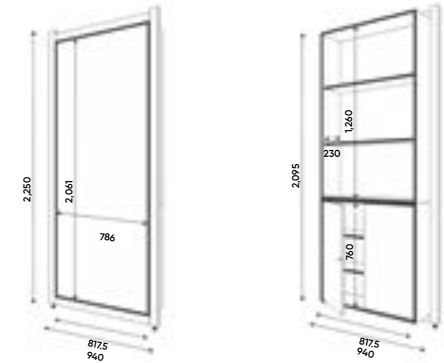
Cubicle 1×1 m, with door and cabinet unit back right



Cubicle consisting of a 1 m door element, a 1 m cabinet unit (outer walls are formed by the panels of the stand).

Price: € 1,126.–

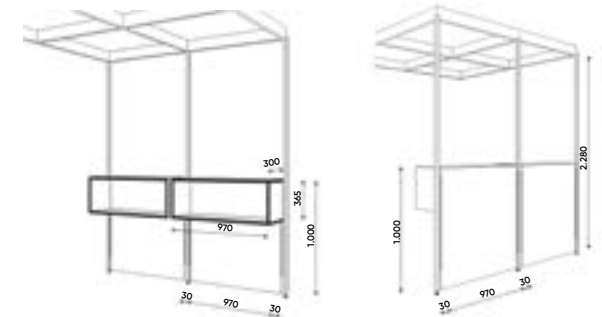
Cabinet unit 1 m



Large cabinet unit, with four adjustable shelves and lockable lower cupboard; rear wall aligned with the frame element. It can only be positioned within the interior of a stand (not against the back or side walls).

Price: € 870.–

Half-open wall with wall shelf 2 m



The wall shelf may only be attached facing the inside of the stand. Only one wall shelf is allowed for every metre of wall space. The maximum load per shelf is 12 kg.

Price: € 210.–

Fair stand

Your main presence: System Stand – Elements & Extras



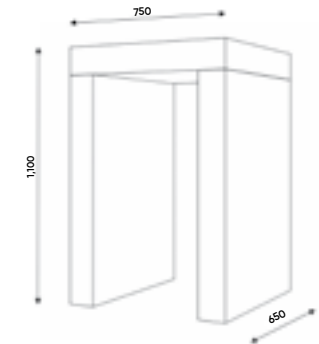
Counter 1.5 m



Large counter unit, matt white.

Price: € 258.–

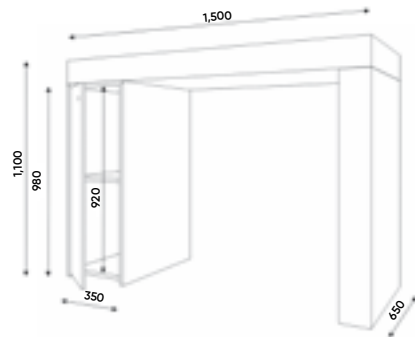
Counter 0.75 m



Small counter unit, matt white.

Price: € 202.–

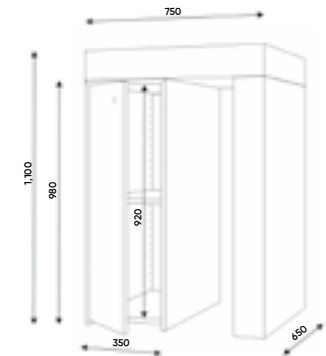
Counter 1.5 m, with built-in cupboard



Large counter unit, matt white, with lockable built-in cupboard.

Price: € 356.–

Counter 1.5 m, with built-in cupboard



Small counter unit, matt white, with lockable built-in cupboard.

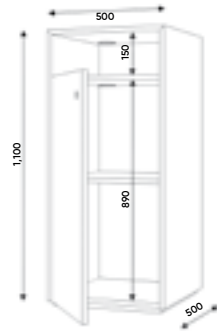
Price: € 295.–

Fair stand

Your main presence: System Stand – Elements & Extras



PC lectern/cabinet



Cabinet as PC stand, with lockable door, open storage compartment and cable opening.

Price: € 202.–

Sloping shelf



Sloping shelf attached to stand wall panel. Ideal for presenting periodicals, brochures or sheet music. Maximum load: 7 kg.

Price: € 92.–

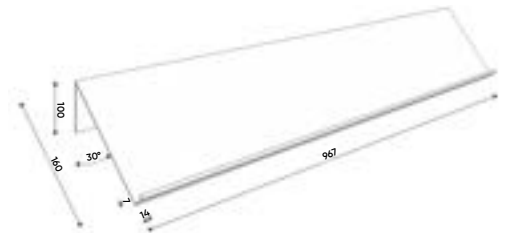
Shelf XL



Large shelf attached to stand wall panel. Maximum load: 55 kg.

Price: € 71.–

Small sloping shelf



Small shelf attached to stand wall panel. Ideal for presenting CDs, audiobooks, notebooks, postcards, etc. Maximum load: 5 kg.

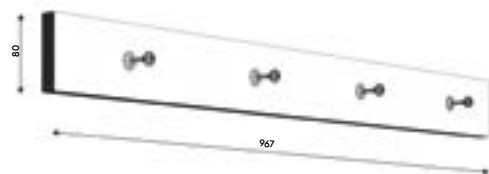
Price: € 54.–

Fair stand

Your main presence: System Stand – Elements & Extras



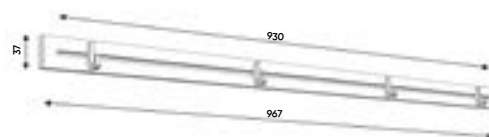
Wardrobe bar



Wooden bar with 4 hooks, e.g. for the cabinet, attached to the system wall. The maximum load per hook is 2 kg. The coat hangers are not included in the offer.

Price: € 33.–

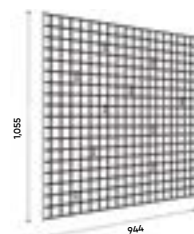
Gallery bar



Thin bar with 4 sliding hooks for hanging picture frames, posters, etc., attached to the system wall. The maximum load per hook is 1 kg. The decoration is not included in the offer.

Price: € 48.–

Decorative grid



Grid with 10 S-hooks, attached to the system wall. Ideal for presenting calendars and non-book items. Maximum load: 20 kg.

Price: € 77.–

Colour carpet



Rips 87301010
Black



Rips 87301017
Light Grey



Rips 87301030
Tomato



Rips 87301060
Night Blue

Price per sqm: € 17.–

Fabric wall covering



Black
347



Grey
331



Red
464



Blue
168

Price per running metre: € 84.–

Textile door covering: € 171.– (for Stands with Cabins)

In addition to fabric wall coverings, the service provider sends you an envelope with a cutting tool. You can use the cutting tool to uncover holes for attaching bookshelves in the places where you need them.

Bench cushions, about 0.4×0.8 m



Black
347



Grey
331



Red
464



Blue
168

Price: € 60.–

Fair stand

Your main presence: System Stand – Terms & Conditions / System Stand Deluxe



Excerpt from the General Terms & Conditions for Additional Services for System Stands

Part III of the Terms & Conditions:

Stand completion

The handover takes place at the latest during the last set-up day. Damages and other comments are to be reported to Frankfurter Buchmesse GmbH, Exhibitor Service Hall 4.C, as soon as possible.

Dismantling

Dismantling takes place on the last fair day, after the end of the event.

Order deadlines

Orders after 31 August 2020 may still be possible upon request, but they can only be guaranteed after confirming availability.

Cancellation policies

It is possible to cancel a Smart System Stand, an XS Light package or any goods ordered from "Elements and Extras" by 10 September 2020 for a processing fee of € 65.-. Starting from 11 September 2020, the cancellation fee is equal to 100% of the total price of a Smart System Stand, Light Package XS or any ordered goods.

Internet connections

The Exhibitor must order internet connections directly from an official exhibition service provider. We recommend a wired internet connection, to ensure continuous internet access without disturbances. The internet cables should be ordered from the service provider so that they are installed on the ground near computers and desks.

System Stand Deluxe

Would you like us to do all the customised planning for your 12 sqm or larger System Stand? Based on a personal consultation, we can design a stand to meet your needs. Then we send you plans of the layout, with a rendering and wall design, including a detailed quotation. This planning and quotation service contains a correction run.

System Stand Deluxe: Individual & Unique

Price according to quotation

We support you from the initial briefing to the stand handover at the fair.

In addition to the cost of the stand, our services include:

- / Design and quotation based on your briefing:
We will find the right offer to meet your needs.
- / Stand sketches:
You will receive information about all the details and the stand floorplan.
- / Coordination:
We are always available to talk during your preparations.
- / Stand construction:
Your stand will be built according to your requirements.
- / Stand handover at the fair:
We will make an appointment to hand over the stand on-site before the fair begins.



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© Frankfurter Buchmesse / Anett Weirauch

Fair stand

Your main presence: System Stand Smart / Custom-built stands



System Stand Smart

Two sizes, one advantage: extra convenience for you.

The System Stand Smart can be 4 or 8 sqm in size and includes the following services:

- / LAN Internet connection (6 MBit/s)
- / Multi-functional wall unit incl. triple socket outlet for electricity
- / 40-inch LCD display
- / Modern counter (lockable) with brochure holder (DIN A4)
- / Two bar stools, paper bin, shelves for leaflets or books
- / Two spotlights (for 4 sqm) or four spotlights (for 8 sqm)
- / Carpet in mother of pearl grey
- / Your logo in the Exhibitor Catalogue (online)
- / Ten trade visitor one-day tickets, incl. use of public transport
- / Two (for 4 sqm) or three (for 8 sqm) exhibitor passes, incl. use of public transport

For 8 sqm only:

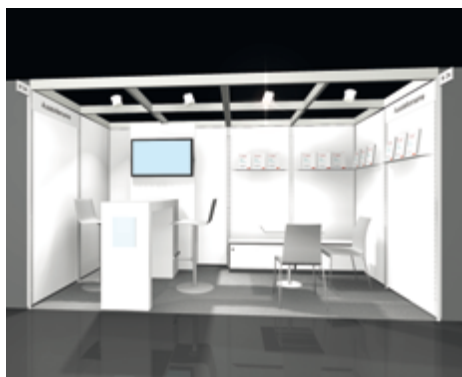
- / Table, two chairs
- / Two bench cabinets (Suitable locks can be bought at the fair.)

The mandatory marketing fee as well as the environment and energy surcharge are included in the mentioned total prices.

4 sqm System Stand Smart	€ 3,825.–
+ Fee for corner position (4 sqm stand)	€ 203.–
8 sqm System Stand Smart	€ 6,314.–
+ Fee for corner position (8 sqm stand)	€ 405.–



4 sqm System Stand Smart



8 sqm System Stand Smart

Custom-built stands

Would you prefer to have a customised stand built by your own exhibition stand contractor? In this case you can just order space only. Apart from the actual space for your stand, the rental fee includes a number of exhibitor passes depending on the size of the space booked. If you need a water connection, please indicate this on your forms, so that we can try to secure a spot with a water line. You can find the order form from the relevant service provider at buchmesse.de/service-contractors.

8 sqm row stand (price/sqm)	€/sqm 402.–
Row stand > 8 sqm (price/sqm)	€/sqm 471.–
Water supply, plus a fee for sanitary facilities	€ 423.–

Stand construction

If you would like to build your own stand you will need to submit detailed scale stand plans, for approval, by 1 August 2020. There are certain specifications to be considered – you can find details of these in the technical regulations at buchmesse.de/terms-conditions. In some cases – especially if you want to build a particularly high structure – it might be necessary for the plans to be additionally assessed and approved by Messe Frankfurt. Any additional costs arising from this will be invoiced to the exhibitor/stand contractor.

You can find a list of members of registered booth builders at www.famab.de.

For further details see buchmesse.de/custom-built

For extra high stands (exceeding 4 m) the following charges also apply:

Stands up to 20 sqm	+ 5% of stand rental fee
Stands up to 99 sqm	+ 7.5% of stand rental fee
Stands over 100 sqm	+ 10% of stand rental fee
Additional tier (double-tiered stand)	€ 220.– per sqm

Early access (for stands >40 sqm)

1 day (10 October 2020)	€ 180.–
2–3 days (from 8 or 9 October 2020)	€ 765.–

Fair stand

Your main presence: Price overview



Price overview for all Stand Systems

Space for System Stand

4 sqm row stand (w/ or w/o opening to neighbour stand)	€ 1,260.–
6 sqm row stand	€ 2,663.–
8 sqm row stand	€ 3,550.–
12 sqm row stand	€ 6,240.–
For each additional 4 sqm	€ 2,080.–

Elements & Extras

Cubicle 2×2 m, with door	€ 798.–
Cubicle 2×2 m, without door	€ 440.–
Cubicle 1×1 m, with door and cabinet unit	€ 1,126.–
Cabinet unit 1 m	€ 870.–
Half-open wall with shelves 2 m	€ 210.–
PC lectern/cabinet	€ 202.–
Counter 1.5 m	€ 258.–
Counter 1.5 m, with built-in cupboard	€ 356.–
Counter 0.75 m	€ 202.–
Counter 0.75 m, with built-in cupboard	€ 295.–
Shelf XL	€ 71.–
Sloping shelf	€ 92.–
Small sloping shelf	€ 54.–
Wardrobe bar with 4 hooks	€ 33.–
Gallery bar with 4 hooks	€ 48.–
Decorative grid with 10 S hooks	€ 77.–
Carpet in different colours, rips (price/sqm)	€/sqm 17.–
Fabric wall covering (price/running m)	€/lfdm 84.–
Textile door covering (on stands with cubicle, per door)	€ 171.–
Bench cushion	€ 60.–

System Stand Deluxe

System Stand Deluxe	Price according to quotation
---------------------	------------------------------

System Stand Smart

4 sqm System Stand Smart	€ 3,825.–
8 sqm System Stand Smart	€ 6,314.–

Space for custom-built stands

8 sqm row stand	€/sqm 402.–
>8 sqm row stand	€/sqm 471.–

Fees for special stand positions

Corner stand or walk-through row stand (fronting 2 aisles)	+ 10% of space rental fee
Peninsula stand (fronting 3 aisles, only for stands > 16 sqm)	+ 15% of space rental fee
Island stand (fronting 4 aisles, only for custom-built stands > 100 sqm)	+ 20% of space rental fee

These surcharges for special stand positions will only be charged for the first 75 square metres. We will try to take your wishes into consideration, but unfortunately cannot guarantee special placement. Please note that the side walls of our system stands cannot be completely removed – this includes corner stands. In order to enable a more flexible stand design in corner positions, we will exchange the side wall with a half-open wall free of charge, if this has been requested in the registration form.

Co-exhibitor fee

In order to ensure that your subsidiary companies or imprints get the reach they need, it is important to list them as co-exhibitors. The participation fee per co-exhibitor includes the environment surcharge and marketing fee. Each co-exhibitor receives his own entry in the online Exhibitor Catalogue, an individual stand sign, an exhibitor pass and by registering at My Book Fair full access to our online services.

Price per co-exhibitor	€ 328.–
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Fair stand

Your main presence: Price overview



Mandatory fees

Please note that the mandatory environment and energy surcharge and the marketing fee apply for all registrations.

Your registration thereby contributes to the environmental friendliness of Frankfurter Buchmesse. The environment and energy surcharge (variable according to stand size) covers eco-friendly waste disposal, your electrical supply (1 kW) and usage at the stand (green electricity), hall air conditioning and eco-friendly basic cleaning. .

Environment and energy surcharge

4 sqm stand	€ 29.–
8–12 sqm stand	€ 95.–
> 12 sqm stand	€ 240.–

Marketing fee

Frankfurter Buchmesse offers a comprehensive range of marketing and communication services to increase the quality of encounters at the fair and its relevance for specific specialist circles.

As an exhibitor, you can easily book these services to help advertise your company, products and authors. Here are a few examples:

- / The Calendar of Events, where you can list your events to benefit from its wide reach for free
- / Improved matchmaking opportunities make it easier to look for and find exciting contacts through the app and on-site
- / Themed areas that improve the visibility and accessibility of specialist topics throughout the halls
- / BOOKFEST, which brings your stories directly to the readers even beyond the fair
- / Encounters around the world during the entire year at international events in Europe, Asia, and North and South America
- / Offers for unexpected and new participants in the fair from related digital business areas

Marketing fee	€ 299.–*
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* A € 190 discount is applied to stands of 8 sqm or less.

Better communication with Tellit

Tellit (tellitapp.com) is a social media and content management tool that offers support for monitoring social media activities and the publication of social media posts. The tool can be used to search channels, such as Instagram, Twitter and Facebook, for certain key words or hashtags and thereby analyse what is being said about your own company. In addition, picture galleries and slideshows can be created using your own photos and social media posts. Social walls can also be published on your own site.



As part of the marketing fee, you can use Tellit for free for one year. Please send an e-mail with your customer number to hello@tellitapp.com. Tellit was developed as part of the EU project EMMA (2017–2018) in cooperation with Frankfurter Buchmesse.

Fair preparation from A to Z:

For five days, your stand at Frankfurter Buchmesse becomes your company headquarters. It's where the course is set for the coming year. We provide you online with the most important information to ensure that everything goes well – whether it's planning, setting up your stand or getting the most out of your time at the fair:

buchmesse.de/fair-preparation

Themed exhibition areas

Hit your target.

Culinary pleasures in the Gourmet Gallery, trends in education at Frankfurt EDU, the booming audiobook market at Frankfurt Audio, and much more. Make sure your presence is felt at the places your target audience goes to. Whether you use these areas as your main or second presentation, you are certain to encounter your target group.

THEARTS+

Future
of Culture
Festival



Themed exhibition areas

Options for your main and second presentations



Themed collective stands and work spaces

We want to make the fair as transparent as possible. To that end, within the basic fair layout, we have created exhibition areas that focus on specific themes.

The following services are included when you book a collective stand:

- / Setup, design and dismantling of the collective stand
- / Support by our team at the collective stand
- / Tables and chairs for shared use
- / Wardrobe with storage space
- / Lighting and electrical sockets

Please remember:

The only way to ensure that you and your co-exhibitors receive relevant information (e.g. e-mails on special thematic exhibition areas) is that you name your company's areas of focus.

Marketing fee (mandatory)

Note: Please note that the mandatory environment and energy surcharge and the marketing fee apply for all stand bookings. See page 30 and 31 for details and prices.

THE ARTS+/B3 – The Future of Culture Festival

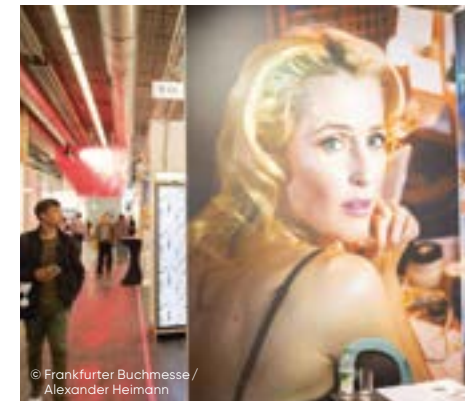
The festival and business platform is a source for inspiration. It's where the pioneers of the creative and cultural industries meet the key player of politics and technology. THE ARTS+ asks important questions, such as how our world is changing or how human communication is changing when stories are increasingly told through data and pixels. How is our concept of culture and creativity changing? Book your stand in this exciting environment and become part of the answer to these questions.

Gallery stand	starting at € 2,344.–
Empty floor space	starting at € 5,063.–

Your benefits:

- / Ten one-day trade visitor tickets
- / Wi-Fi
- / Company name in THE ARTS+ Newsletter and in the programme
- / Exposure from THE ARTS+ in various print and online media
- / Daily tours through THE ARTS+ area

More information and registration forms can be found at buchmesse.de/artsplus



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Alexander Heimann



© Frankfurter Buchmesse/
Niklas Goerke

Themed exhibition areas

Options for your main and second presentations



Guest of Honour Canada – Books on Canada

Participate in the international book exhibit “Books on Canada” organised by Frankfurter Buchmesse as part of the Guest of Honour appearance of Canada. You can include your current translations of Canadian literature and titles focusing on the culture, history and current events of Canada. The titles should be current and readily available. The exhibit will appear directly in the Guest of Honour Pavilion in Forum, level 1. Participation is independent of participation in Frankfurter Buchmesse.

Presentation of your titles on Canada	Free
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© Frankfurter Buchmesse / Anett Weirauch



© Frankfurter Buchmesse / Anett Weirauch

Frankfurt Audio Collective Stand

The Frankfurt Audio collective stand is the ideal location to present new releases and bestsellers. It has everything the audiobook market has to offer: detective novels and thrillers, non-fiction, self-help books, children and young adult books, novels and humour. Exhibitors are invited to add their titles and sell them on-site – on all five days of the fair.

Exclusively for members of the Börsenverein

Shelf unit (1m, 4 shelves, 1 bench cabinet)	€ 979.–
Marketing fee (mandatory for non-members)	€ 113.–

In addition to the advantages listed on p. 34 under Themed Collective Stands, the package includes:
/ Tables and chairs for shared use
/ Shelf unit is labelled with your company name



© Frankfurter Buchmesse / Alexander Heimann



© Frankfurter Buchmesse / Bernd Hartung



© Frankfurter Buchmesse / Alexander Heimann

Themed exhibition areas

Options for your main and second presentations



Frankfurt Audio Business Lounge

In the Frankfurt Audio Business Lounge, audio companies present themselves at the heart of the Frankfurt Audio Area. The individually branded working area offers exhibitors a comfortable and prominent location for customer meetings.

Services:

- / Table with three lounge chairs
- / Wi-Fi
- / Electric sockets in the lounge
- / Drink service in connection with the Frankfurt Audio Café (water dispenser and coffee/espresso voucher)
- / Three exhibitor passes (incl. use of public transport)
- / Five one-day trade visitor tickets (incl. use of public transport)
- / Your company logo on the Business Lounge wall within the Frankfurt Audio Area
- / Labelling of working area (table) with company name and logo



Frankfurt EDU Collective Stand

This collective stand offers German and international education providers just the right environment and format to present themselves and get noticed. Education publishers, packagers, distributors and service providers from around the world come here to do business and launch new projects – all surrounded by other interesting and relevant exhibitors.

Shelf unit (1m, 4 shelves, 1 bench cabinet)

€ 989.–

In addition to the advantages listed on p. 34 under Themed Collective Stands, the package includes:

- / Coffee and soft drinks (self-service)
- / Information counter at the collective stand
- / Wi-Fi
- / Shelf unit is labelled with your company name
- / Naming of the publishing company on a prominently placed exhibitor list





Frankfurt Kids Collective Stand

The Frankfurt Kids collective stand in Hall 4.1 presents international children's and YA media, making it a great satellite location and addition to the German-language children's exhibitors in Hall 3.0. The Frankfurt Kids Stage, the Illustrators Corner and a café increase the attractiveness and visibility of the location.

Shelf unit (1m, 4 shelves, 1 bench cabinet)	€ 989.–
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In addition to the advantages listed on p. 34 under Themed Collective Stands, the package includes:

/ Two exhibitor passes (incl. use of public transport)	/ Naming of the publishing company on a prominently placed exhibitor list
/ Shelf unit is labelled with your company name	/ Coffee and soft drinks (self-service)



Football media wall in the Kulturstadion (culture stadium)

The football media wall can be used to put a spotlight on your new football releases.

In the immediate vicinity of our stage in the Kulturstadion, on which the football culture festival takes place at the visitors' weekend, there are the yellow illuminated book walls. They present books, calendars and audio books (with a listening station), all focusing on football. You are bound to hit the goal for your audience here!

First title (for Frankfurter Buchmesse exhibitors)	€ 109.–
Each additional title (for Frankfurter Buchmesse exhibitors)	€ 80.–



Themed exhibition areas

Options for your main and second presentations



Collective Exhibition of Smaller Independent Publishers

The cultural diversity of books in Germany is mainly a result of the activities of smaller independent publishers. They set trends, react flexibly to changes and discover new topics and authors.

In addition to the advantages listed on p. 34 under Themed Collective Stands, the package includes:

- / One exhibitor pass (incl. use of public transport)
- / Shelf unit is labelled with your company name
- / Tables and chairs for shared use

	Standard	Members of Bösenverein
Shelf unit (1m, 4 shelves, 1 bench cabinet)	€ 973.–	€ 770.–
Each additional shelf unit	€ 926.–	€ 737.–
Marketing fee (mandatory for non-members)	€ 113.–	



Gourmet Gallery

Cooking, eating, drinking and enjoyment are the topics of focus in the more than 1,000 sqm area of the Gourmet Gallery in Hall 3.1. The collective exhibition provides international firms a variety of made-to-measure options to present their products, whether books, magazines, and calendars or culinary products and decorations. You can even have your own stand here to present a special segment of your programme in a thematically appropriate context and round it off with a cooking demo, a tasting or a reception.

The Gourmet Gallery is the perfect exhibition space for:

- / Cookbooks, food magazines, as well as specialist literature and non-fiction on nutrition
- / History and art books with a focus on fine food and enjoyment
- / Hotel and restaurant literature
- / Digital initiatives in the cookbook sector
- / Winemakers, wine associations and wine dealers, as well as producers and suppliers of other culinary products

The Gourmet Gallery offers you the opportunity to book your own stand or to be part of the collective stand. You can also use the collective stand as a second exhibition location for your titles. If you want your own stand in the Gourmet Gallery, you can use our practical, low-cost System Stand or create your own unique custom-built stand. See our offers and prices starting from page 6.

Title presentation (16 titles)	€ 989.–
Title presentation (8 titles)	€ 600.–
Title presentation (1 title)	€ 150.–

In addition to the advantages listed on p. 34 under Themed Collective Stands, the package includes:

- / An exhibitor pass (incl. use of public transport)
 - / Naming of the publishing company on a prominently placed exhibitor list
- for packages of 8 and 16 titles (not valid for packages with one title)



Themed exhibition areas

Options for your main and second presentations



International Library Centre (ILC)

Open from Wednesday to Friday

Librarians, publishers and information specialists can rent a working table for customer talks in the ILC during the fair. The work centre includes an information counter and a cafeteria, and it is located close to Hall 4.2, the hall for STM & Academic Publishing, Specialist Information, and it is also very close to the Academic & Business Information Stage.

- Services:
- / Table with 4 chairs

/ Wi-Fi

/ Electric socket at table

/ Three exhibitor passes (incl. use of public transport, if booked for one day: 1 exhibitor pass)
- / Five one-day trade visitor tickets (incl. use of public transport)

/ Labelling of working area with company logo

/ Service counter with specialist personnel

/ Lockers

Registration fee

3 days	€ 2.516.–
1 day	€ 1.379.–
Marketing fee (mandatory)	€ 299.–



© Frankfurter Buchmesse / Markus Kirchgessner



© Frankfurter Buchmesse

Calendar Gallery

The calendar exhibition in the beautifully light-flooded Via of Hall 3 is at the heart of the fair. Divided up by function, the calendar exhibition presents hundreds of calendars from countless publishers and gives the visitor an overview of the diversity of calendars being offered for the upcoming year.

	Standard	Members of Bösenverein
Basic participation fee for every publisher	€ 80.–	€ 64.–
Price per title – calendar type 1 (≥ A2)	€ 137.–	€ 111.–
Price per title – calendar type 2 (≥ A3)	€ 116.–	€ 94.–
Price per title – calendar type 3 (≥ A4)	€ 91.–	€ 72.–
Price per title – calendar type 4 (≥ A5)	€ 64.–	€ 52.–
Price per title – calendar type 5 (< A5)	€ 42.–	€ 34.–



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© Frankfurter Buchmesse / Marc Jacquemin

Themed exhibition areas

Options for your main and second presentations



Stationery & Gifts

Book a special stand module at the marketplace for non-book products.

Whether it's greeting cards and stationery, gift items, home accessories, book-related products, museum shop items, games or designer objects – your ideas make bookstores more colourful and exciting.

356 days of marketing for sustainable success in bookstores

- / Presentation at nonbook.de
- / Inclusion of the invitation in the trade press
- / Regular e-mail newsletter to book retailers
- / Press coverage and advertisements in the trade press

Your advantage: The sale of your products is possible on all days of the fair.



© Frankfurter Buchmesse / Bernd Hartung

Module A (wall module)

Approx. 190 x 70 cm presentation space, 1 presentation shelf (optional), separate lit display case below, covered storage area, 2 storage drawers, space for 1 additional piece of your own furniture (turning display, etc., floor space of up to 40x40 cm), lighting via spotlight and hanging lights, individually printed logo banner, designer banner on the back, space for 1 additional piece of your own furniture (turning display, etc., floor space of up to 40x40 cm), display columns for postcards or greeting cards, portrait or landscape format, assembly of 9 columns, marketing fee, 2 exhibitor passes, add-ons can only be booked for Modules A and B

Module B (card module)

Basic space like in Module A, 2 storage drawers, lighting via spotlight and hanging lights, individually printed logo banner, designer banner on the back, space for 1 additional piece of your own furniture (turning display, etc., floor space of up to 40x40 cm), display columns for postcards or greeting cards, portrait or landscape format, assembly of 9 columns, marketing fee, 2 exhibitor passes, add-ons can only be booked for Modules A and B

Module C (table module)

Price includes approx. 190 x 70 cm presentation space, display space below, lighting via spotlight, logo sign 4c, 1 storage drawer, 1 storage compartment with fascia cladding, marketing fee, 2 exhibitor passes

Module A (wall module)	€ 4,752.–
Module B (card module)	€ 4,752.–
Module C (table module)	€ 2,640.–
3 set of decoration cases	€ 21.–
Lectern with rollers	€ 53.–
Container	€ 16.–

In addition to the advantages listed on p. 34 under Themed Collective Stands, the package includes:

- / Two exhibitor passes (incl. use of public transport) for every module A, B, C
- / Logo banner for A and B modules (in colour)
- / Naming of the publishing company on a prominently placed exhibitor
- / Lighting and electric sockets
- / Logo nameplate for C-modules (in colour)



© Frankfurter Buchmesse / Olaf Ballnus



© Frankfurter Buchmesse / Alexander Heimann

Themed exhibition areas

Options for your main and second presentations



Publishers Rights Corner (PRC)

Publishing company legal departments can book one or several tables and benefit from the benefits of the "Literary Agents & Scouts Centre" (LitAG) on Rights Tuesday. On the day before the official start of the fair, the LitAG in the Festhalle becomes the Publishers Rights Corner for rights and license managers from publishers and agencies, simplifying the scheduling for international editors and publishers.

Services: / Entry to the Literary Agents & Scouts Centre on Rights Tuesday
/ Meeting table with chairs
/ Wi-Fi
/ Drinks and biscuits

Per table	€ 267.–
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Rare Books & Fine Art (antiquarian fair)

Present your treasured books at the Rare Books & Fine Art Frankfurt, the hub for fans of rare books, graphics and autographs. The Rare Books exhibition area is a great place for browsers and buyers alike.

The antiquarian fair is organised with the support of abooks and IG Antiquariat. Your benefit: you can sell your treasures on any day of the fair.

More information and registration forms can be found at buchmesse.de/en.

Type A Collective Stand, 2 Shelf units	€ 1,261.–
Type B, 4 sqm	€ 2,216.–
Type C, 6 sqm	€ 2,746.–
Type D, 8 sqm	€ 3,438.–
Type E, 10 sqm	€ 4,012.–
Type F, 12 sqm	€ 4,507.–
Marketing fee (mandatory)	€ 299.–*
Showcase	€ 1,168.–

* A € 190 discount is applied to stands of 8 sqm or less.



Offer for first time Exhibitors

Orientation Guide and Networking

Frankfurt Welcome Kit

It's never been so easy for first-time exhibitors to access the book and publishing network of Frankfurter Buchmesse. At only 500 euros, the Frankfurt Welcome Kit is the ideal networking package for a great start at the fair. It includes:



One-day Business Ticket

Attending a conference of your choice.



Contact recommendations

Frankfurter Buchmesse provides fair newcomers with a networking list full of potential business partners.



Consultation

A personal discussion to help optimise and individualise your preparations for Frankfurter Buchmesse.



Introduction

to all Frankfurt Welcome Kit users with a virtual tour in the app.



Invitation

to the opening ceremony of Frankfurter Buchmesse for one person.



Fair tour

on the Tuesday before the fair, concluding with a happy hour.

Our price for you

It's easy to book this exclusive offer: just tick the box on the stand registration form.

Frankfurt Welcome Kit

€ 500.–

German Collective Stands 2020

International exposure for your products

Frankfurter Buchmesse organises the "Books from Germany" collective stand for many international book fairs.

Please come and meet us at one of the following international book fairs and speak to us about your appearance in Frankfurt.

January

/ Cairo International Book Fair*
Cairo, 22 January – 4 February

February

/ Taipei International Book Exhibition*
Taipei, 4 – 9 February

March

/ London Book Fair
London, 10 – 12 March
/ SXSW Conference & Festivals*
Austin, 13 – 22 March
/ Livre Paris*
Paris, 20 – 23 March
/ Bologna Children's Book Fair*
Bologna, 30 March – 2 April

April

/ Abu Dhabi International Book Fair**
Abu Dhabi, 15 – 21 April
/ Feria Internacional del Libro de Buenos Aires*
Buenos Aires, 28 April – 18 May

May

/ Thessaloniki International Book Fair*
Thessaloniki, 7 – 10 May
/ Festival de Cannes*
Cannes, 12 – 23 May
/ Salone del Libro Turin*, Autorenprogramm
Turin, 14 – 18 May
/ International Arsenal Book Festival Kiev*
Kiev, 20 – 24 May
/ Warsaw Book Fair*
Warsaw, 21 – 24 May
/ Tehran International Book Fair*
Teheran, May

June

/ Seoul International Book Fair*
Seoul, June

July

/ Festa Literária Internacional de Paraty (FLIP)*
Paraty, 29 July – 2 August

August

/ Beijing International Book Fair**
Beijing, 26 – 30 August

September

/ Toronto International Film Festival*
Toronto, September
/ Göteborg Book Fair*
Gothenburg, September
/ Indonesia*
Germany is Guest of Honour
Jakarta, September

November

/ International Istanbul Book Fair*
Istanbul, November
/ Moscow non/fiction*
Moscow, November
/ Feria Internacional del Libro de Guadalajara**
Guadalajara, November – December

Last updated: September 2019

Contact and booking:

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buchmesse.de/dgs

* Supported by:



Auswärtiges Amt

** Commissioned by:



Bundesministerium
für Wirtschaft
und Energie

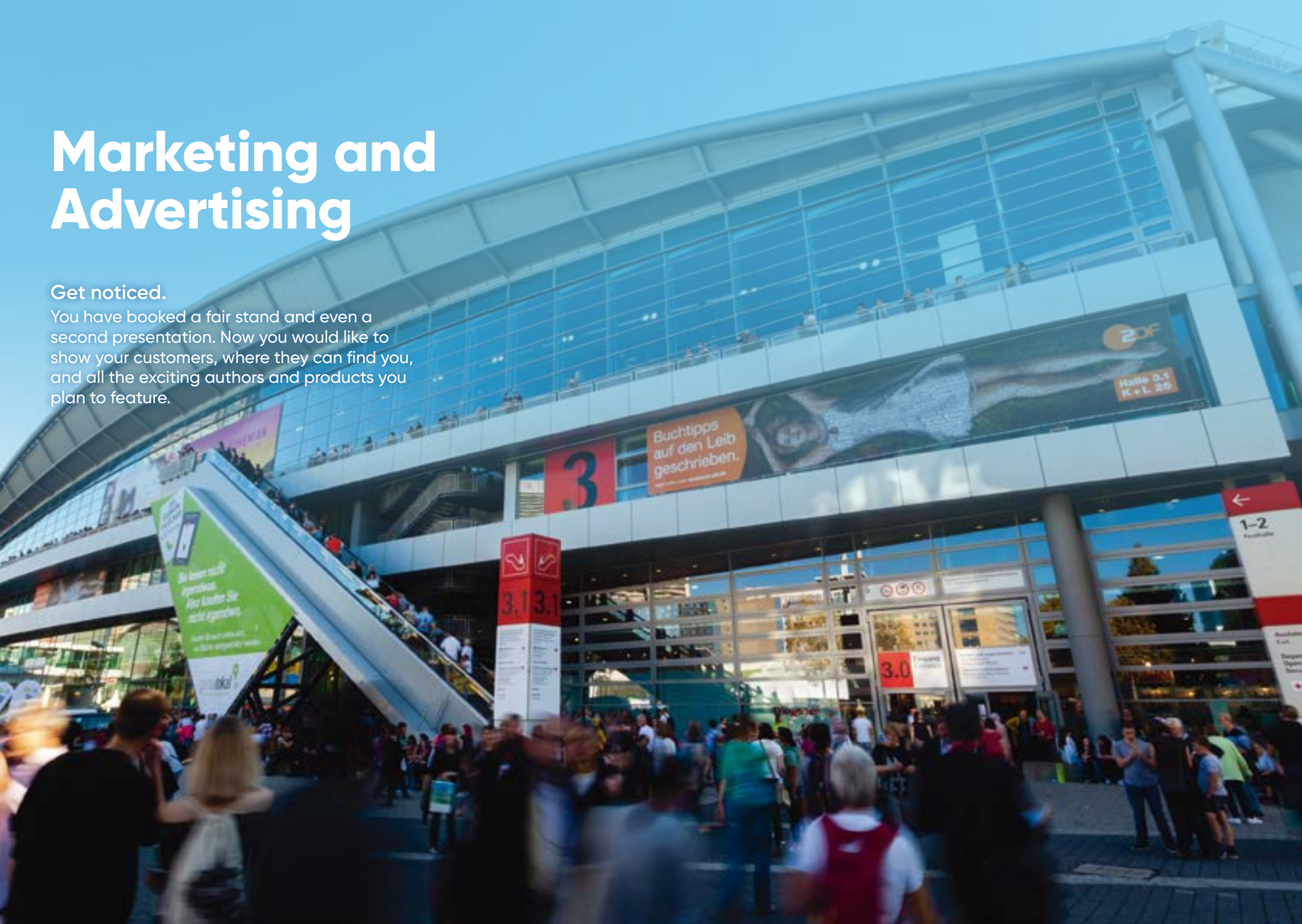


AUMA
Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft e.V.

Marketing and Advertising

Get noticed.

You have booked a fair stand and even a second presentation. Now you would like to show your customers, where they can find you, and all the exciting authors and products you plan to feature.



Marketing and Advertising

Advertising your stand and your products



Events

Take advantage of these low-cost, attention-grabbing opportunities to step into the spotlight at Frankfurter Buchmesse. Exhibitors use our stages and event areas to present their authors, books and products focussed on different topics. Who is the audience? 10,000 representatives of the press, along with 278,000 visitors and keen customers from around the world.

30-minute event (incl. set-up & clearing time)	€ 670.–*
60-minute event (incl. set-up & clearing time)	€ 885.–*
Evening event	€ 1,560.–

*Prices may vary on weekends

We offer the following theme-based stages:

/ YOGI TEA® Reading marquee	/ Frankfurt Cosplay Stage
/ Open Air Stage (Event Area)	/ THE ARTS+ Stage
/ Frankfurt Kids Stage	/ Frankfurt EDU Stage
/ Frankfurt Audio Stage	/ Frankfurt EDU Workshop Area
/ Gourmet Gallery Show Kitchen	/ Academic & Business Information Stage
/ Gourmet & Travel Salon	/ International Stage
/ Publishing Services & Retail Stage	/ Signing Box

Be seen at the Agora ...

... and reach a whole new audience. How about a second presentation area outside of the fair halls? The Agora offers plenty of space for events and your own marketing and presentation formats. Get in touch with us for more information and personal consultation.

Price per sqm	€ 565.–
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Event Area

The new Event Area is a space for your fan events, special campaigns and large-scale author events at Frankfurter Buchmesse. It is located next to Hall 1, adjacent to the Agora. It offers plenty of space for large audiences and all kinds of events. Surprise us and your audience with your creative ideas.

Step into the spotlight with BOOKFEST

Find the right audience for your stories and ideas. BOOKFEST is the international festival of Frankfurter Buchmesse. It transforms the entire city into a stage, uniting fair visitors, literary fans, authors, artists, publishers, partners, Frankfurt institutions and cultures from around the world.

The presentation options at BOOKFEST can be found in and beyond the fairgrounds.

Take advantage of locations throughout the city and present your content and topics in a one-of-a-kind setting.

buchmesse.de/bookfest-bepartofit

Sponsoring & Cooperation

Gain international visibility for your brand. Take the opportunity to present your products and services through sponsoring opportunities. Frankfurter Buchmesse is the world's largest platform for content and ideas. It is where you can encounter the market's decision makers, publishers and trade visitors, along with publicists, booksellers, authors and service providers. You can convert them into the ideal evangelists for accessing new customers and increasing awareness of your company. Become a cooperating partner in a specific themed area and help your products gain the attention of your target groups around the world.

Frankfurter Buchmesse offers a comprehensive range of marketing and communication services, that you as an exhibitor can easily and effectively leverage to market your company and products. Whether you want to put the spotlight on your company logo or host your own programme on an event stage – we can offer tailored packages to meet your unique needs and find the best possible solution together.

Give us a call: +49 (0) 69 2102-150



Marketing and Advertising

Advertising your stand and your products



Print and online products in 2020

Frankfurter Buchmesse offers print and online media that you can use to support your networking needs and the presentation of your company at the fair in 2020. They will gain you:

- / Greater visibility 365 days a year
- / Online, print and on-site media presence
- / International relevance
- / Direct customer targeting

Print and online advertising

Benefit from a wide reach through targeted media channels for efficient communication, such as through the Consumer Booklet (print run: 60,000), website (10 million PIs), and the app (21,000 downloads). Book now online at: media.services.book-fair.com/2020/en.

Contact: NEUREUTER FAIR MEDIA GmbH

Phone: +49 (0)341 678-27782

E-mail: neureuter@buchmesse.de

On-ground promotional opportunities

Distribution campaigns, promotional teams and "walking acts" can be used to get direct personal contact in high-traffic, central locations at the fair.

Advertising at the fair

Posters, display cases and billboard-sized advertisements bolster visibility.

Cooperation and marketing packages

This year, Frankfurter Buchmesse is once again positioning itself as a platform for cooperation opportunities to support your marketing. Please talk to us for a personalised package.

Contact: Frankfurter Buchmesse

Phone: +49 (0) 69 2102-150

E-mail: pauli@buchmesse.de

Free advertising shop

Advertise your appearance at the fair for free with personalised web banners with your stand number that you can place on your website and/or in your e-mail signature.

You can access the advertising shop after stand numbers are allocated in Summer 2020.



Advertising in the Calendar of Events and social media

Advertise your trade fair appearance and events via social media and use the channels of the Frankfurter Buchmesse for a wider range:

 facebook.com/frankfurterbuchmesse

 twitter.com/book_fair

 instagram.com/buchmesse

 linkedin.com/company/frankfurt-book-fair

 xing.com/companies/frankfurterbuchmesse

Stay up to date! The Buchmesse Newsletter gives you information on the latest news and events concerning Frankfurter Buchmesse: buchmesse.de/newsletter-subscribe.

Networking

A close-up photograph of a person's hand resting on their shoulder, holding a pen, symbolizing networking. The person is wearing a blue and white striped shirt. The background is blurred, showing other people in a crowd.

Stay in touch.

Our conferences and seminars put you in contact with colleagues throughout the year and across the globe, while offering insight into the latest trends moving the industry.

Networking

Networks and contacts that get you ahead



Seize the opportunity to get in touch with colleagues at our conferences. Expand your expertise and network at the same time.

Frankfurt EDU Conference

The market of opportunities

Publishers, institutions and service providers in the education industry present their products and get into direct contact with conference participants (school and kindergarten teachers).

Stand package for the conference (1 day):

Presentation area (2 x 2 m with table and pinboard) for Frankfurter Buchmesse exhibitors	€ 422.–
Presentation area (2 x 2 m with table and pinboard) for non-exhibitors	€ 1,267.–

Services:

- / Information table in the Congress Center outside the conference rooms
- / Advertising of your company via short profile in the conference materials



Frankfurt Rights Meeting (FRM)

FRM is the meeting place for the international who's who of the rights and license trade. In addition to currently trending topics, the half-day conference (on Rights Tuesday before the fair) offers exclusive insights into future markets and value-creating strategies.



Frankfurt Audio Summit

Save the date! Make sure you join us there when Frankfurter Buchmesse focusses on one of the fastest growing segments in the publishing industry: audio. At this half-day conference, experts provide exclusive insight into the trends, business models and market developments of audio publishing. Expand your network and expertise in the area of audiobooks, podcasts, smart speakers and other innovative technologies and products.

**Date: Thursday, 15 October 2020,
Frankfurter Buchmesse**





"Steilvorlagen" – strategies for business success

The Steilvorlagen conference is a project of Frankfurter Buchmesse and "Working group information transfer". A leading event for information professionals, data scientists, infomediaries, major users, and information service providers, it provides important insight into the trends and developments of the industry during Frankfurter Buchmesse. Make sure you are there to make new contacts and reconnect with existing ones.



Frankfurter Buchmesse conferences – international, throughout the year

Keep up your networking throughout the year to connect with the international publishing industry and expand your expertise at a wide range of international conferences, events and fairs. Our global network and team of international publishing and media professionals is ready to help you access all the relevant media markets.

Overview of conferences in 2020:

Publishers Training Programme, Taipei International Book Exhibition, Taiwan	4 – 9 February 2020
StoryDrive, China National Convention Centre, Beijing, China	May 2020
CONTEC Mexico, Mexico City, Mexico	9 – 11 June 2020
Jumpstart 2020, New Delhi, India	August 2020
Frankfurt Rights Meeting, Frankfurt, Germany	October 2020
Frankfurt EDU Conference, Frankfurt, Germany	October 2020
Frankfurt Audio Summit, Frankfurt, Germany	October 2020
Steilvorlagen für den Unternehmenserfolg, Frankfurt, Germany	October 2020
International Convention of University Presses, Frankfurt, Germany	October 2020
StoryDrive Asia, Singapore	November 2020

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