Fair stand
Your main presence: System Stand Smart

System Stand Smart

Two sizes, one advantage: extra convenience for you.
The System Stand Smart can be 4 or 8 sqm in size and offers many new components:
/ LAN connection
/ Multi-functional wall unit
/ 40-inch LCD display
/ Modern counter for business meetings
/ Ten trade visitor tickets

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

The Plug-and-Play exhibition module for all those who want a convenient and effective stand solution – all from a single source.

4 sqm System Stand Smart

8 sqm System Stand Smart

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.–

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.–*

*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 medial activities and the publication of social media posts. The tool can be used to search channels, such as Insta-gram, 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