

# Fair stand

Your main presence: System Stand Smart

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## System Stand Smart

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### 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:

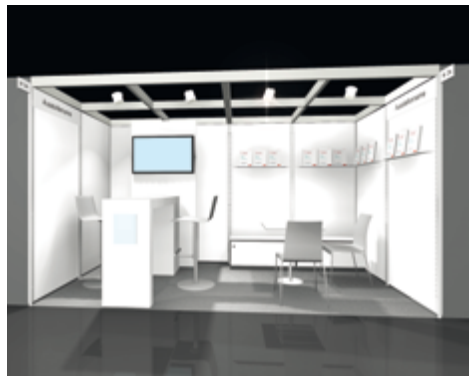
- / Table, two chairs
- / Two bench cabinets (Suitable locks can be bought at the fair.)

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



## **Mandatory fees**

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

### **Environment and energy surcharge**

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. .

### **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



### **Better communication with Tellit**

Tellit ([tellitapp.com](http://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](mailto: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](http://buchmesse.de/fair-preparation)