

Briefing form System Stand Deluxe

The fair stand for an individual presentation that reflects your company and its brand identity. In-depth advice and a tailor-made solution for your ideas.

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



Please enter all requested information in the appropriate fields of this fillable PDF form.



Do not forget to sketch your requirements on the last page.



Send us the completed form via post, fax or e-mail.

When is the System Stand Deluxe the right choice for you?

- / If you are planning a system stand of at least 12 sqm.
- / If your stand should reflect the "look and feel" of your brand.
- / If you want us to coordinate various service providers on your behalf.

Your benefits at a glance

- / A customised design based on a system stand.
- / A solution that fits your budget.
- / A wide range of colours for your stand.
- / More flexibility in stand design.
- / Expanded range of furniture to choose from.
- / Handover of a fully equipped stand.
- / Reduced coordination efforts as a result of having a single contact and just one partner for invoicing.



By choosing the System Stand Deluxe, you receive individual solutions within the framework of the system stand. If you only wish to upgrade your system stand with individual equipment elements, please see our offers – Furniture & Light, Elements & Extras – online and in the price list.

Overview of our services

Just a few steps to your System Stand Deluxe : we create your stand based on your briefings. Then, we send you plans of the layout with dimensions, wall designs and a detailed quotation. This planning and quotation phase also includes one round of corrections.

Design and offer based on your briefing

Stand sketches

Stand sketches

Stand construction

Stand handover at the fair

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Sample designs



PREISSMURPHY

20-sqm corner stand without ceiling frame, digital prints on painted wall covering boards with special shelving.



Elisabeth Sandmann Verlag

24-sqm row stand, system stand design without ceiling frame, large digital prints and coloured foil lamination over sections of the wall, exhibitor-owned furnishings.

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Sample designs



Abavo

16-sqm corner stand with wall covering boards, work stations with multimedia equipment



Hessischer Literaturrat

40-sqm, 3m high coloured wall covering boards, large digital prints, stage equipment and audiobook station



Weininstitut

24-sqm, walls partially fronted by covering boards, no ceiling frame with large digital prints and laminated floor



cloubi

24-sqm system stand, peninsula stand, painted covering boards, media technology, individual high-quality furniture

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In order to help us prepare for the planning meeting, please fill in the following information:

01 Company details

Customer number	Stand size	m	x	m
Company name	Hall/Stand number (if known)			
Street, No.	Stand position (row stand, corner stand, peninsula stand, island stand)			
Postal code	City			
Country	Invoice address, if different:			
Ansprechpartner	Company name			
Telephone	Street, No.			
E-mail	Postal code	City		
VAT no.	Country			

02 Your requirements

Important! Please let us know the approximate budget for your fair stand so we can make an offer that optimally fits your needs.

Budget range

€

General stand design

open (as few walls as possible to the gangways)

With ceiling frame

Without ceiling frame

closed (as many walls as possible to the gangways)

Ceiling frame only in some parts

Stand areas

(Please enter the desired amount in the box)

Info/reception

Counter large/small

Counter with lockable built-in cupboard

Counter with closed front

Presentation

Book presentation on

Bookshelf

Presentation counter

Sloping shelf

Display cabinet

Shelf XL

Picture presentation (Information on the type, number, size and weight of the items)

Gallery bar

Audiobook presentation on

Bookshelves

Sloping shelf for audiobooks

Decorative grid (Information on the type, number, size and weight of the items)

Presentation of non-book exhibits

Hanging

Table-top

Free-standing

Multimedia presentation

iPad

Monitor with and without source device

Audiobook module

Sound system

Other

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Meetings/Lounge

Open, equipped with

Normal table, colour _____

Bar table, colour _____

Lounge table, colour _____

Bar stool, colour _____

Armchairs, colour _____

Chairs, colour _____

Closed, with a cubicle in the sizes

2 x 2 m 3 x 3 m

2 x 3 m 3 x 4 m

2 x 4 m

Furnishing of the cubicle(s)

sideboard/shelf Table Chairs

Other _____

Kitchen/Storage room

With a cubicle in the sizes

(Please enter the desired amount in the box)

1 x 1 m

1 x 2 m

2 x 2 m

Furnishings

(Please enter the desired amount in the box)

Mini-kitchen (sink, stove top, refrigerator)

Sideboard/shelf

Coat stand

Wardrobe bar

Refrigerator, type _____

Coffee machine, type _____

Electric kettle

Water cooler

Other _____

Technical connections

Electricity

(position, number and type: e.g. socket for refrigerator in cubicle, at the information desk, at the desk in the meeting area, etc.)

Internet

(position, number and type: e.g. internet connection for several PCs in a cubicle, laptop connection at the information desk)

Water

(position, number and type: e.g. in the cubicle for the mini-kitchen with water connection and drainage)

Floor covering

Rips (economic) in colour

Velours (high-quality) in colour

Wall design

Foil covering in colour

Felt wall cladding in colour

Digital printing (Information about sizes and number of desired prints)

Visibility at a distance

Graphic design on ceiling frame covering board (for stands with ceiling frames)

CI/CD colours

Colour details in Pantone, RAL or CMYK

Banner with digital printing (can wrap around corners of corner stands)

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Exhibitor-owned stand and decorative elements, media technology

Type, number, size and weight of self-supplied elements

Frankfurt Welcome Kit (500.- EUR)

Networking package for first-time exhibitors to start the fair (see details in price list and on buchmesse.de/welcome-kit)

03 Sketch your stand



If you have any questions, please contact our Service Centre at phone: +49 (0) 69 2102-0111

Please return the completed form to us via e-mail, fax or post: Frankfurter Buchmesse GmbH, Braubachstrasse 16, 60311 Frankfurt am Main, Germany,
E-mail: servicecenter@buchmesse.de, Fax: +49 (0) 69 2102-277.

Please return this page to Frankfurter Buchmesse.