FRANKFURTER BUCHMESSE

How to #fbm26 – Preparing for the fair

Webinar covering the services: ticket portal, exhibitor directory, service providers and tips for preparing for the trade fair

2.7.2026

Charlotte Boschen, Hanife İçten

Agenda

01 What’s new – What’s changing for exhibitors?

02 Standing out at fbm#26

03 Tickets & logistics

04 Book Fair Week

01 What’s new at #fbm26

What will change for exhibitors?

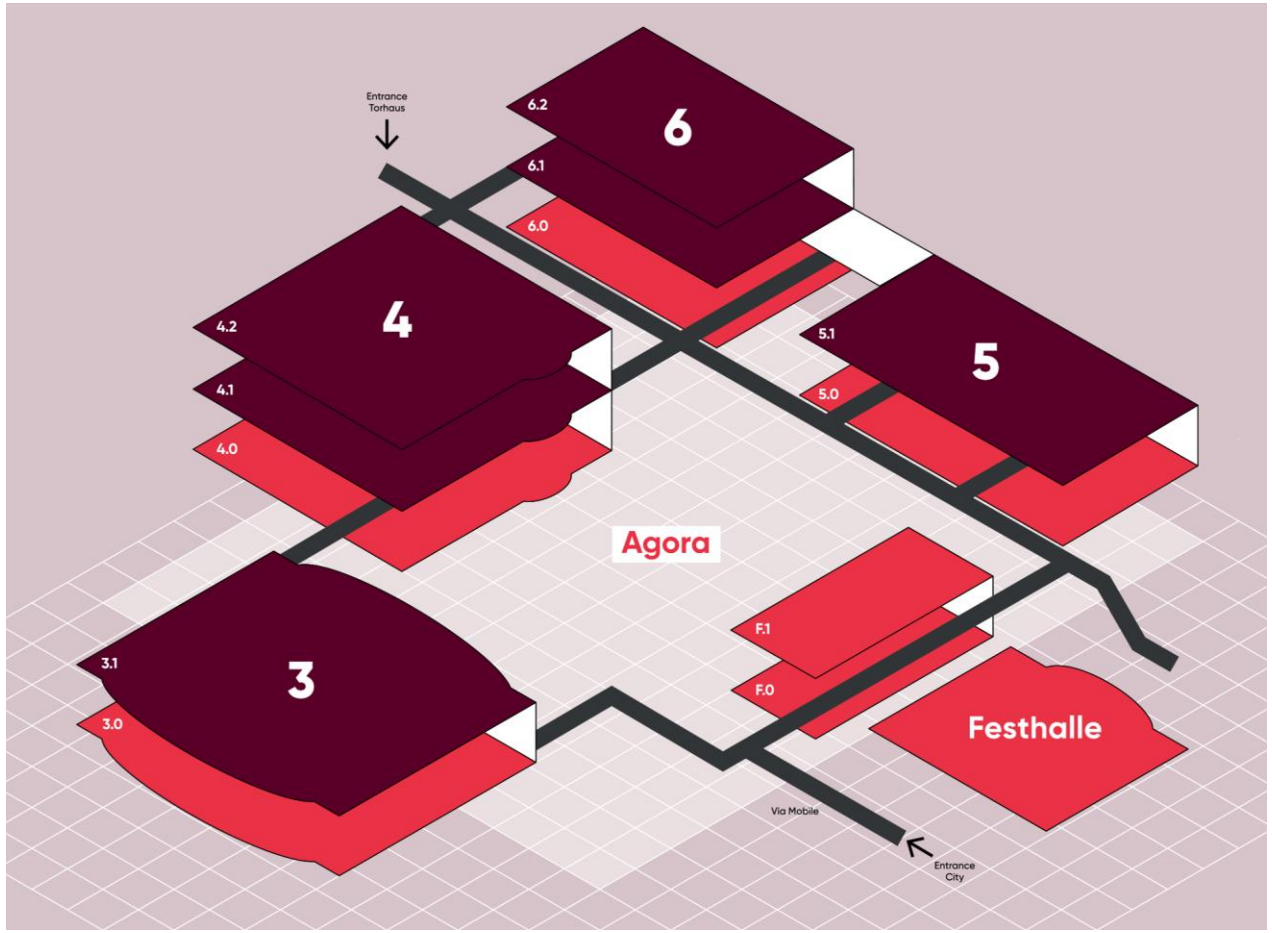
- New date: Octobre 7th – October 11th
- New hall layout: New paths for Frankfurt Book Fair
- New opening hours for the general public: Friday, from 11.00 am
- New Guest of Honour: Czechia

What stays the same?

- Book sales: voluntary participation for exhibitors
- Exciting and varied programme of stage events (B2C and B2B)
- Prices for trade visitor tickets remain as in 2025

02 Standing out at #fbm26

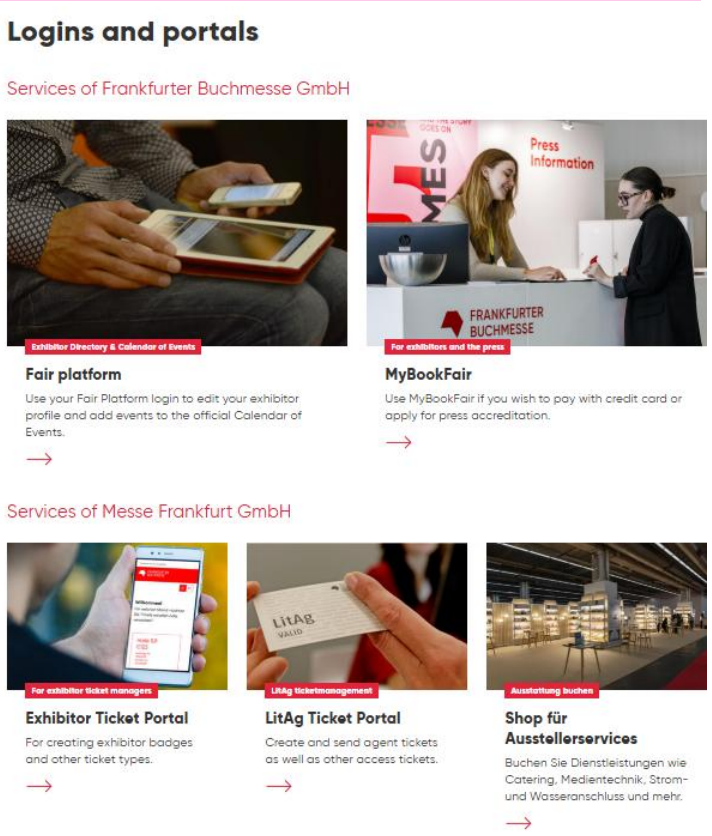
Together, let’s break new ground



- Are you exhibiting at #fbm26? Then make sure everyone knows! I am part of FBM26 | Frankfurter Buchmesse
- Smart traffic flow and signage
- Updated hall plan
- Additional on-site staff assisting with directions
- Agora as the new center

Log-In Overview

Service - Login | Frankfurter Buchmesse



- Fair Platform — Exhibitor Directory & Event Calendar
- Exhibitor Ticket Portal — Passes & Tickets
- Exhibitor Services Shop — Ordering services for your stand at the fair
- My Book Fair

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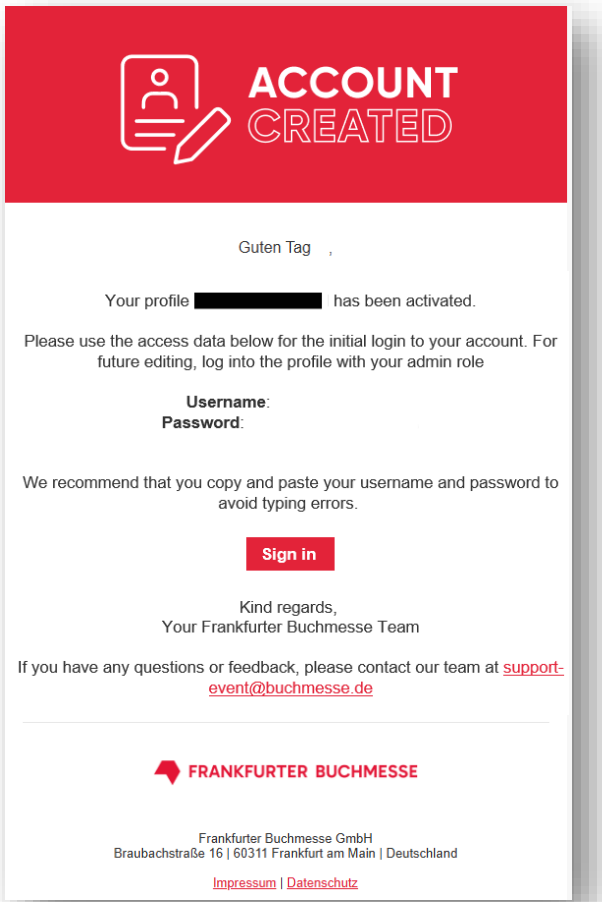
How do I get my exhibitor access?

As an exhibitor at FBM26, you will receive your login details by email, sent to the ‘Admin Digital Presence’ specified on your registration.



ACCOUNT CREATED

Guten Tag ,

Your profile [redacted] has been activated.

Please use the access data below for the initial login to your account. For future editing, log into the profile with your admin role

Username:
Password:

We recommend that you copy and paste your username and password to avoid typing errors.

Sign in

Kind regards,
Your Frankfurter Buchmesse Team

If you have any questions or feedback, please contact our team at support-event@buchmesse.de

FRANKFURTER BUCHMESSE

Frankfurter Buchmesse GmbH
Braubachstraße 16 | 60311 Frankfurt am Main | Deutschland

Impressum | Datenschutz

The admin has direct access to the exhibitor profile. Additional Admins can be added via the team member function.

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The Fair Platform - what happens here?

Search & find → Exhibitor Directory

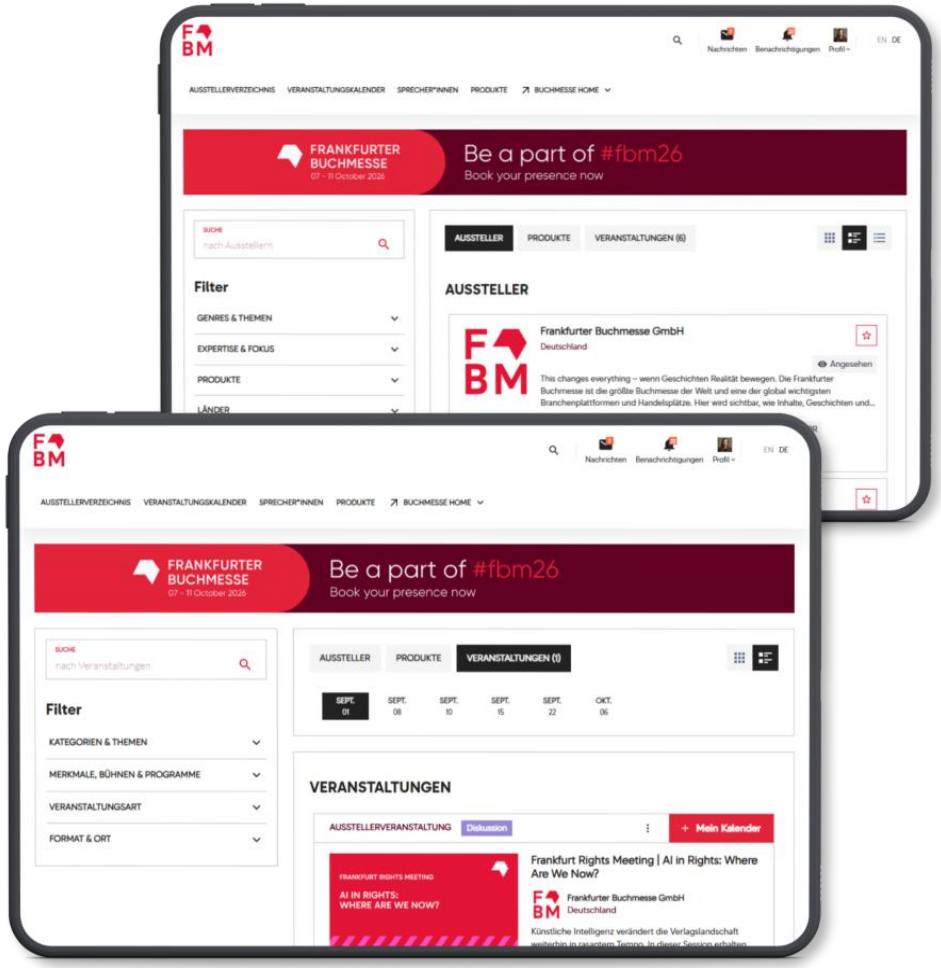
- Exhibitor profiles
- Team members
- Products

Plan → Calendar of Events

- Events
- Speakers

Get in touch → Participants

- Team member profiles
- Participant directory
- Recommendations
- Favourites
- Chat function (optional)



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Enhanced visibility? Getting started

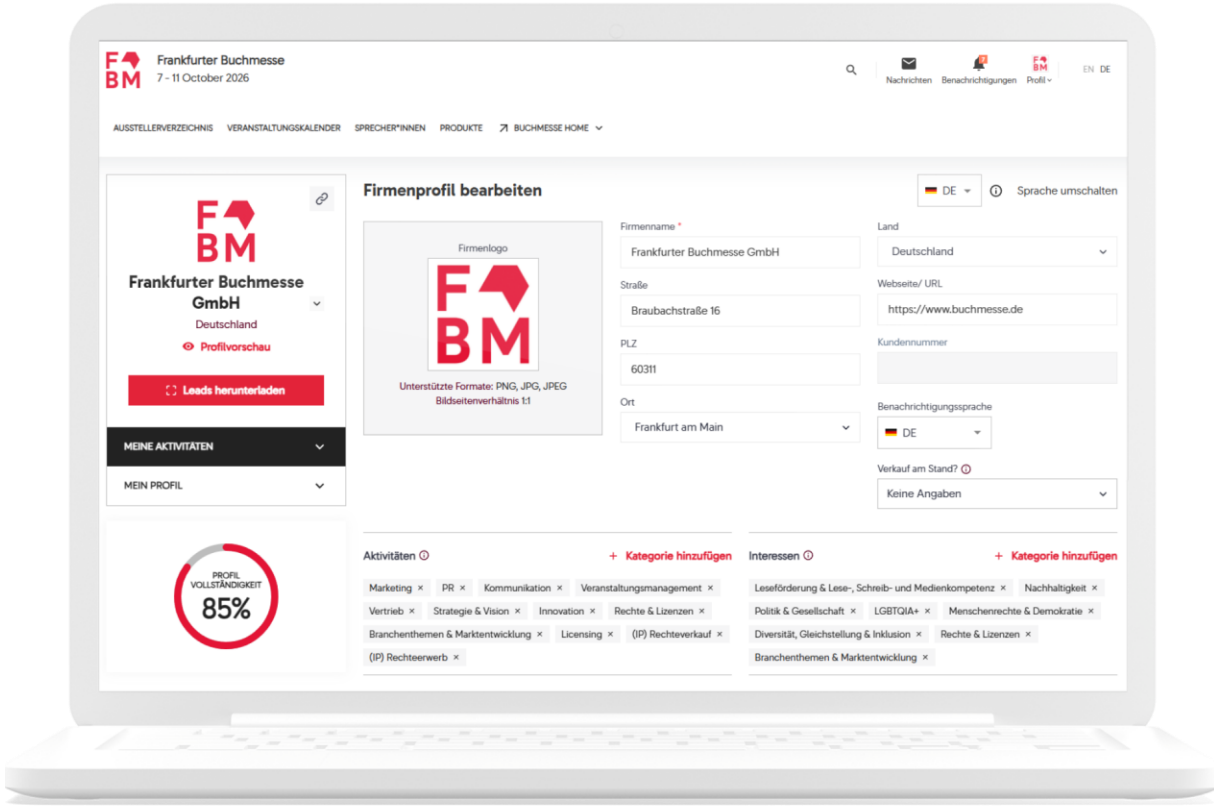
For all exhibitors:

- Complete your exhibitor profile
- Add products
- Add events
- Invite team members

For exhibitors with the PRO digital package:

- Submit your advertising banner graphic

You can find further details in our ‘How-to’ trade fair platform videos, in our exhibitor FAQs, or directly on the Fair Platform under ‘Getting Started’.



Visibility on-site

Your brand splashed across the fair:

- Advertising spaces
- Goodie Bag
- Branded seating areas
- LED-Screen (Agora)
- Water dispenser (Agora)
- Lanyards

Digital visibility:

- Digital Package ECO
- Digital Package PRO (with banner advertising)

Visibility for your products and content

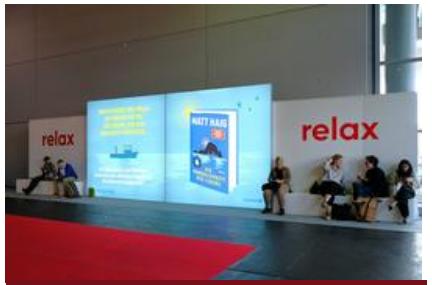
- Digital Masterclass (September 2026)

Marketing opportunities #fbm26

Goodie Bag

Advertising spaces

Water dispenser (Agora)



Branded seating area

Agora

Lanyards

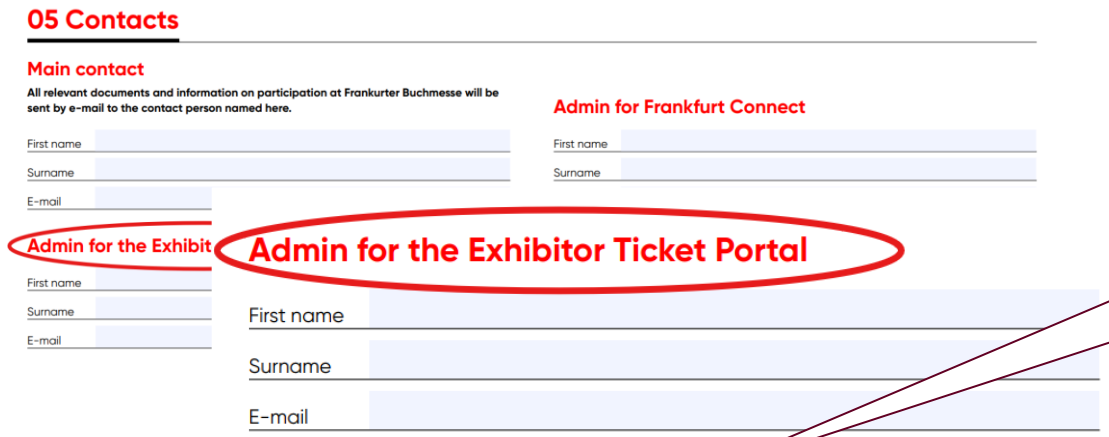
03 Tickets & Logistics

3.1 Exhibitor Ticket Portal

Log-In and ticket personalisation

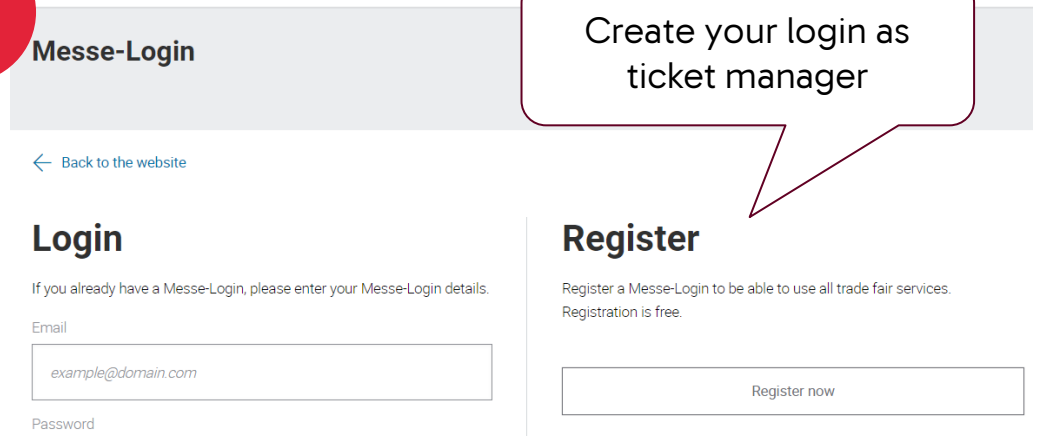
Access by the Ticket Manager

1



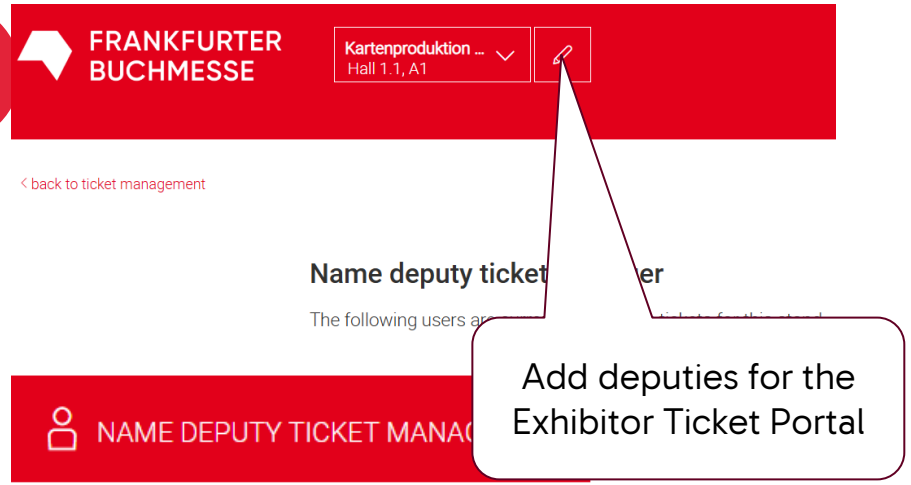
As Ticket Admin, use the e-mail address stated on your registration form

2



Create your login as ticket manager

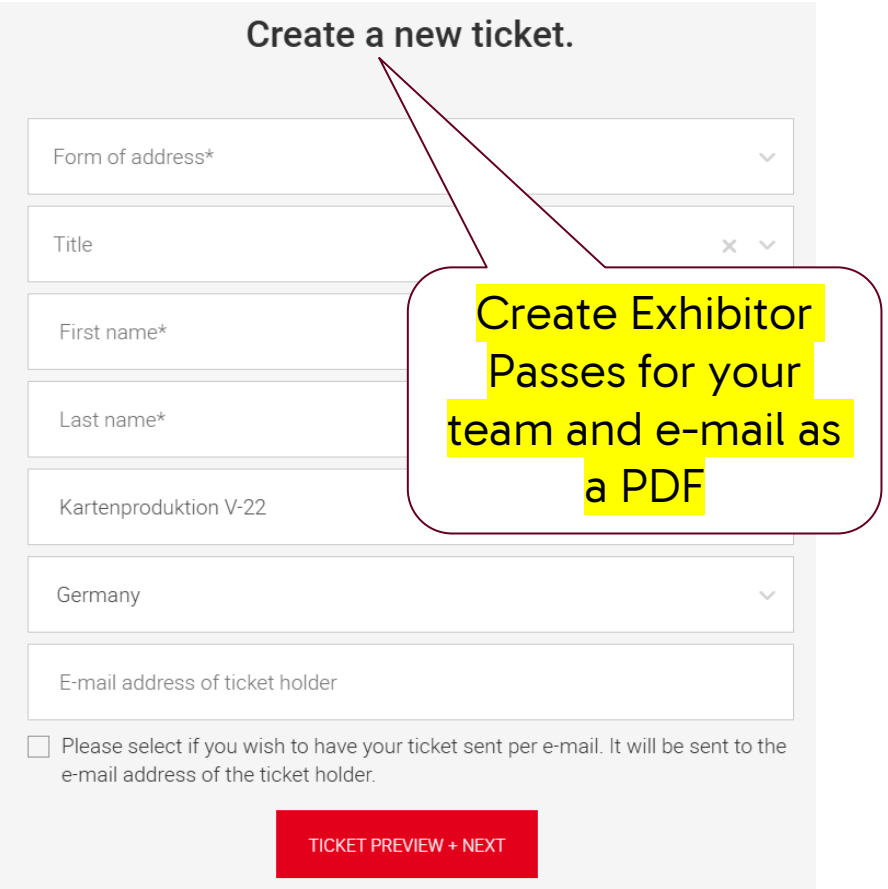
3



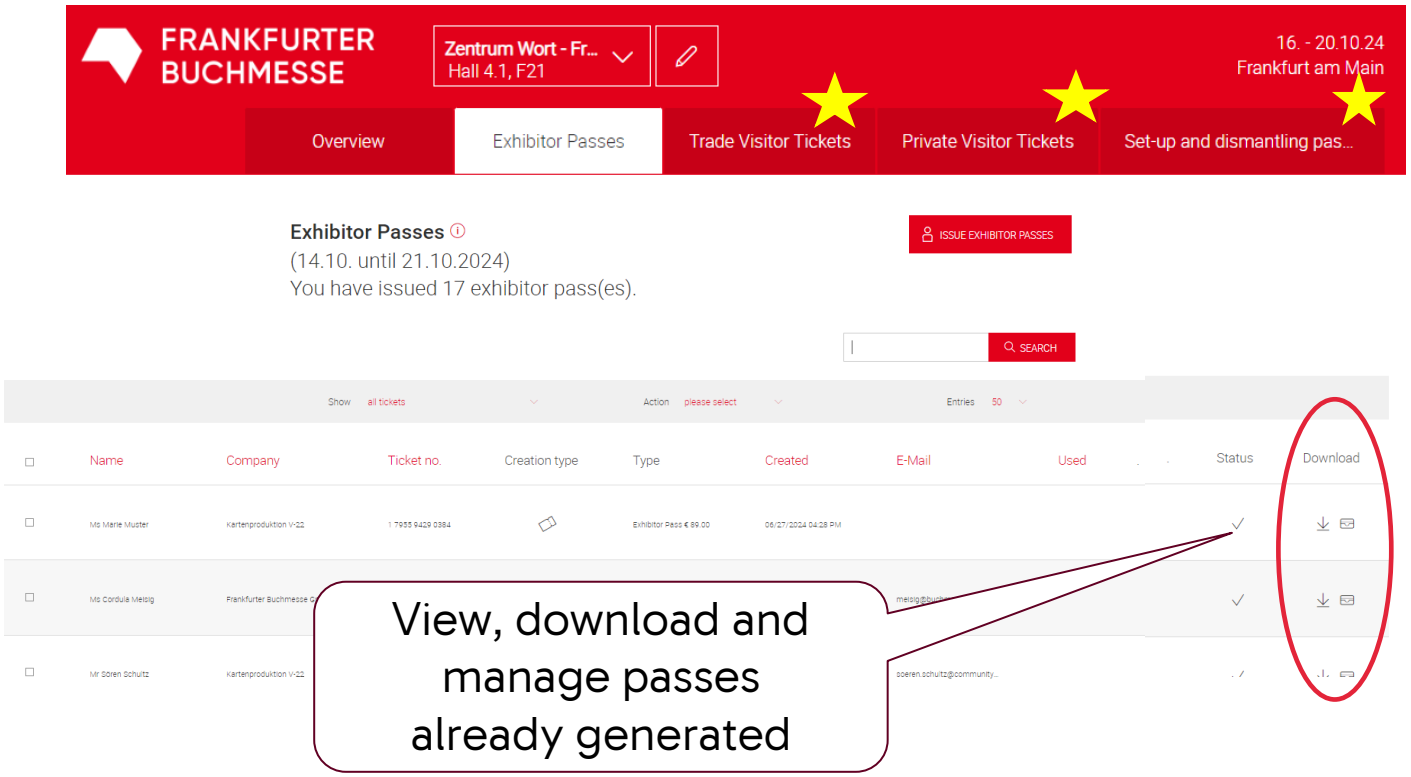
Add deputies for the Exhibitor Ticket Portal

Exhibitor Passes

1

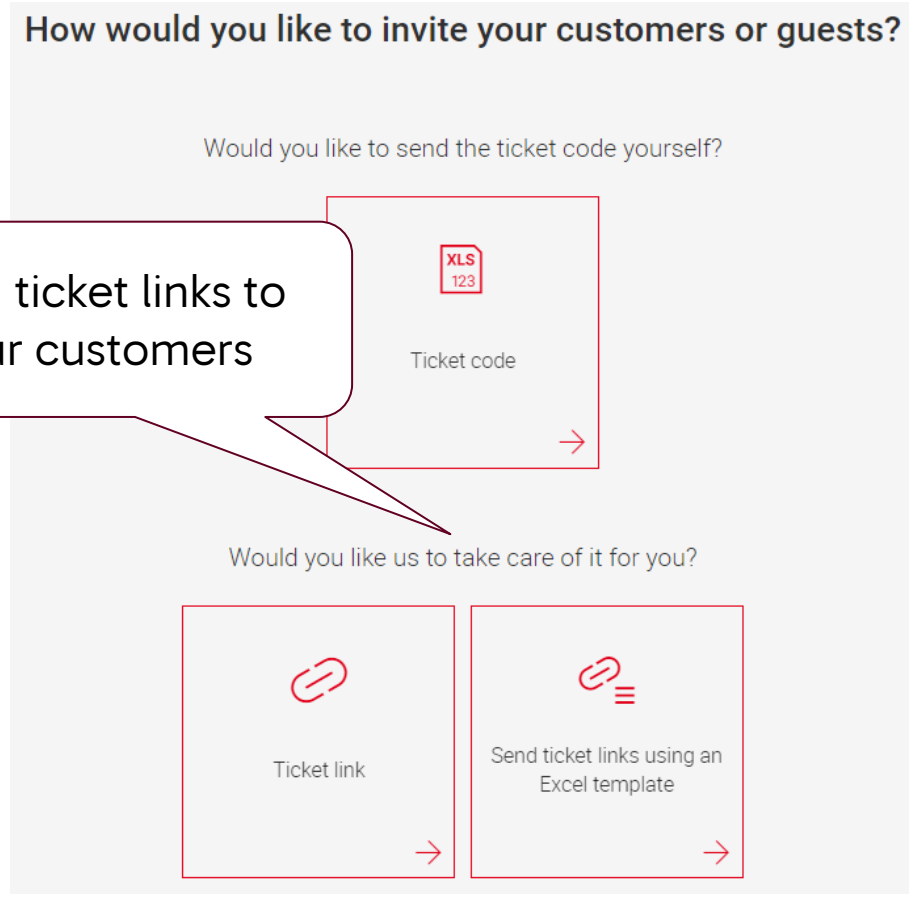


2



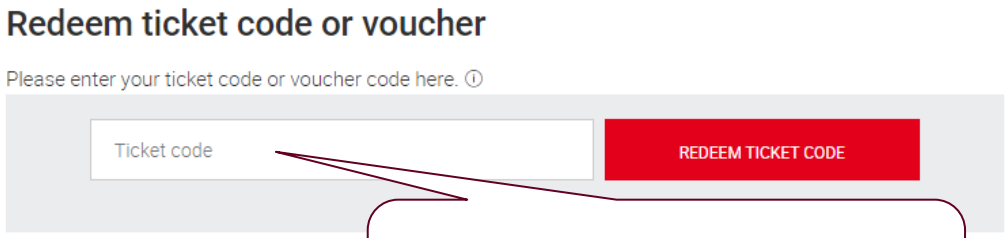
Ticket codes for trade visitors

1



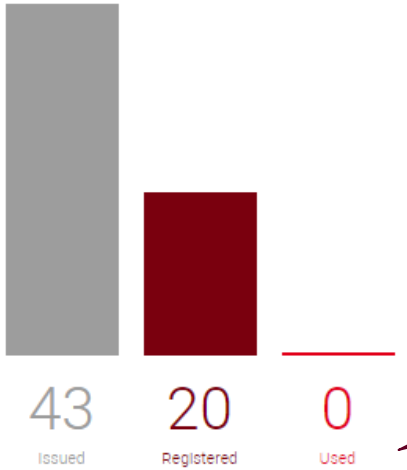
Send ticket links to your customers

2



Recipients convert the code into a ticket

3



Passes overview in the Exhibitor Ticket Portal

3.2 Visa

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Visa

Now is the time to check if you require a visa for the fair

- A lot of countries do not require a visa for Germany: Overview of visa requirements
- If you do need a visa, make sure you submit your visa application **early (as early as 3 months before travelling).**
- Please note that, as a rule, **you no longer require an official invitation letter.**
- **NEW: European Travel Information and Authorisation System (ETIAS)** – ETIAS will start operations in the last quarter of 2026.

German missions abroad: Federal Foreign Office

3.3 Stand & Infrastructure

Service contractors, orders, deadlines, deliveries

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Stand equipment

Furniture and stand equipment for your System Stand | Frankfurter Buchmesse

- Furniture and light packages for CLASSIC
- individual products for GLOW, SMART, GALLERY

System Stand CLASSIC | System Stand GLOW | System Stand SMART | System Stand GALLERY

Furniture & Light packages and additional stand equipment

We have compiled the most frequently booked additional equipment for your System Stand CLASSIC in "Furniture & Light" packages. The packages are tailored to the different stand sizes. You can book and combine multiple of them. We also offer further stand equipment and extras here below.

For all information and details please refer to our Prices & Products 2026.

Product image spotlight, chair "Verona", table "Venus", wastepaper basket

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Custom-built stand – Early Access

- For custom-built stands > 40 square metres, Early Access can be requested via a form (subject to a fee). Deadline: 1 August 2026
- See preparations for the book fair

Stand construction, equipment and design

Custom-built Stand: Stand permit and further instructions

Every Custom-built Stand design is subject to approval. Please submit your stand plans via the following link for approval. The deadline for this is **1 August 2026**.

Submit plans for approval

If you have any questions, please send an e-mail to custombuiltstand@buchmesse.de.

Where applicable, an additional plan review and inspection of the built stand may be requested by Messe Frankfurt. Any resulting costs incurred will be passed on to the exhibitors or their stand constructor.

Custom-built Stands: Notes of use

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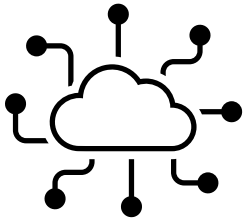
WLAN



Free Wi-Fi:

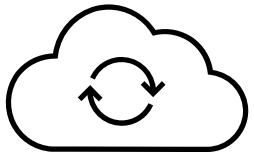
For occasional use only, without large amounts of data (checking messages, etc.)

Information

For a stable internet connection at your own stand:

Book internet access at Messe Frankfurt

Contact



Setting up your own router:

Available only on a very limited basis and by prior booking:

Registration form

Unregistered networks must be taken offline.

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Accessibility

Accessibility to your stand need not be expensive – and it means **greater safety and comfort for everybody!**

For example:

- Access points without steps or thresholds
- High-contrast markings
- Spacious layout
- Information that is easy to read and understand, displayed at eye level
- Products and printed material within easy reach

Further reading:

Useful tips for an accessible fair stand

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Service Contractors

Exhibit Visit Highlights & Special Topics Rights & Licensing Fellowship & grant programmes News About us Press

← Info for Exhibitors and Stand Constructors

Service Contractors for your Stand

Catering, media equipment or forwarding agents - exhibitors need professional services. Here you will find the contact information for all our service partners. Ordering, processing and payment are done directly with the respective contractual partner.

For further reading on our website:

Service contractors for your stand at Frankfurter Buchmesse | Frankfurter Buchmesse

- Catering
- Internet
- Fire extinguishers
- Graphic design and signage service
- Media technology
- Car park
- Freight forwarding

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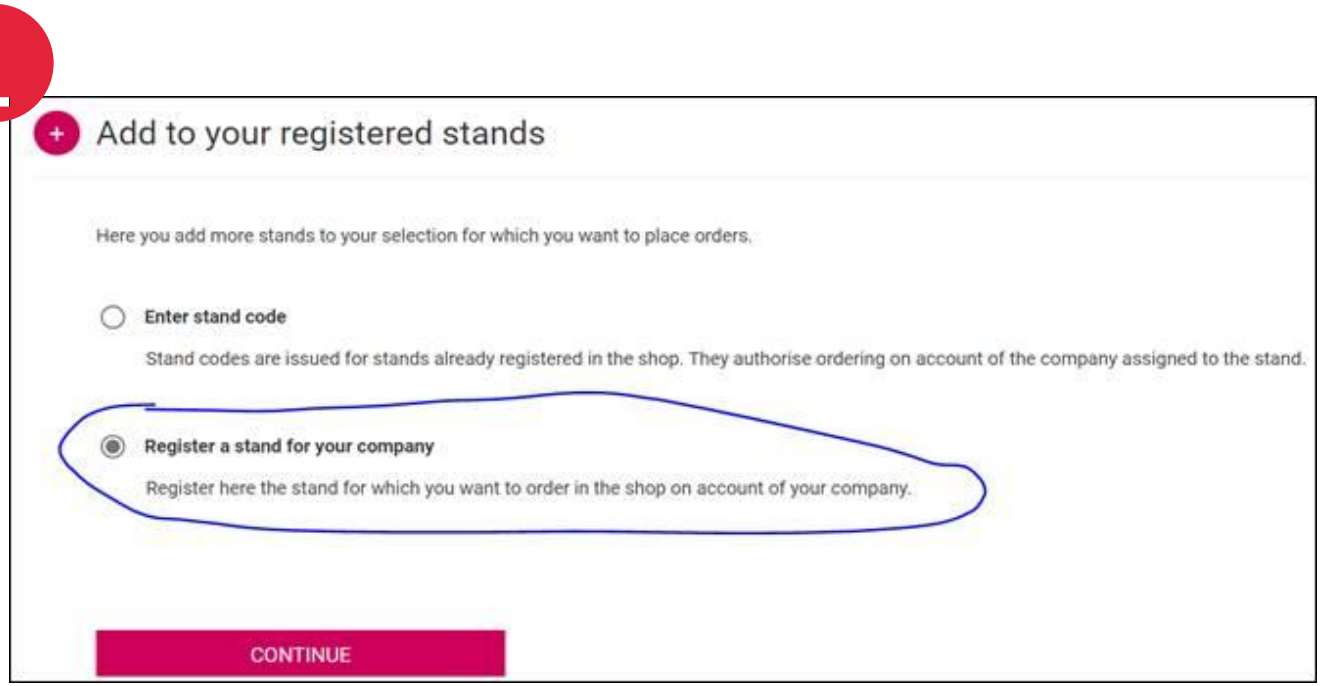
Service Contractors: Shop for Exhibitor Services

Most of the services can be ordered via the Shop for Exhibitor Services, run by Messe Frankfurt.

Info on registration: How to Shop

Messe Frankfurt Customer Service
(Mon–Fri, 9.00 am–5.00 pm)
Phone.: +49 (0)69 7575 2999
E-Mail: serviceshop@messefrankfurt.com



3.4 Set-up, access and parking, dismantling

Traffic regulations, delivery before and during the fair

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Traffic regulations during the fair

Set-up days
- Monday 5 October to Tuesday 6 October, 7 am - 10 pm each day
- Admission with an exhibitor pass or a set-up/dismantling pass only (important for stand-building teams), to be obtained via the ticket portal

Access
- Advance online access booking
- Traffic regulations at the exhibition site

Dismantling
- From Sunday 11 October, 5.30 pm
- Meeting point for dismantling vehicles: Rebstock parking site

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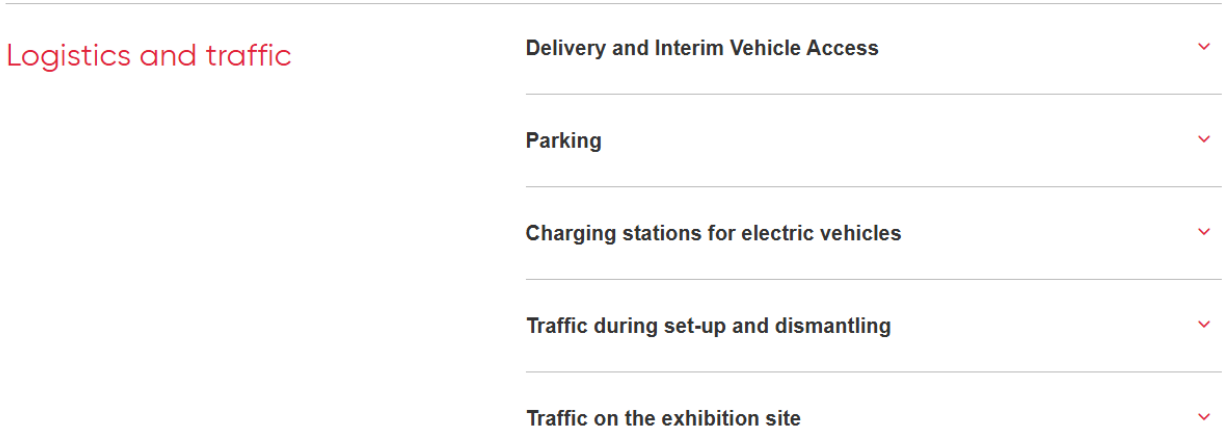
Set-up, access & parking, dismantling

Parking permits
- Can be ordered via Messe Frankfurt's Exhibitor Services Shop

Temporary access (e.g. for caterers)
- Available Wed–Sat from 8 am to 6 pm, Tor Nord, 2-hour slot subject to a deposit (€100 in cash)
- No temporary access on Sundays!

Recommended: Traffic regulation at the exhibition site

Available at Everything for your trade fair preparation



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Delivery and storage

Delivery of exhibition materials to the stand
(from Monday 5 October; stand staff must be present)

Messe Frankfurt
Ludwig-Erhard-Anlage 1
Frankfurter Buchmesse
Exhibitor name, hall/stand number
60327 Frankfurt am Main

Storage of exhibition goods

- Only permitted to a limited extent at the stand (daily requirements only)
- Cargo Center Messe

3.5 We will be here for you

How to contact us on site:

We are at your service, during set-up and throughout the fair:

Info Counter Hall 4.C

(mezzanine level between 4.0 and 4.1)

Telephone Hotline

+49 (0) 69 7575 41000 (from 1 Octobre 2026)

Thu, 1 Oct to Sun, 4 Oct: 9.00 am – 5.00 pm
Mon, 5 Oct to Wed, 7 Oct: 8.00 am – 7.00 pm
Thu, 8 Oct to Sun, 11 Oct: 8.00 am – 6.00 pm

04 Book Fair Week

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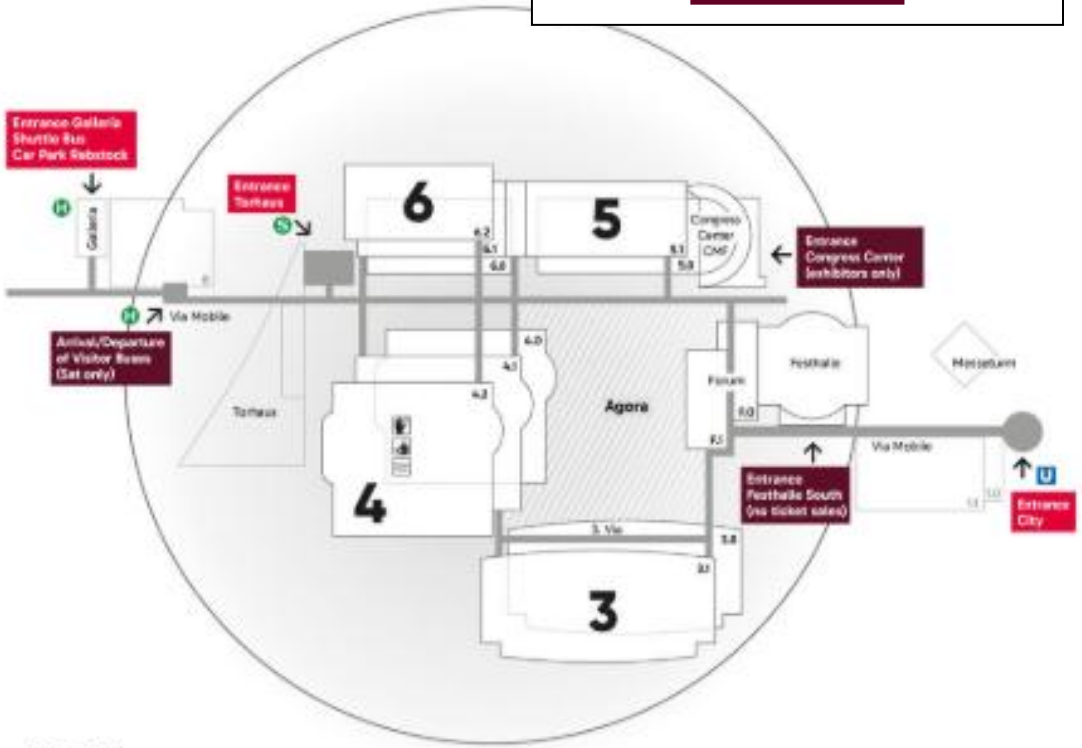
Floor plan of the Frankfurter Buchmesse

Hall Plan

Hall Plan
available on our
website



ARD, ZDF, 3sat	**Forum 0**
Art, Architecture, Design	**3.0**
Audio	**4.0, 4.1**
Audio Business Centre	4.1
Collective Exhibition Audio Books	4.0
Calendars	**3.0**
Children's & Young Adult Media	**4.0**
Comics/Manga	**4.0, 6.2**
Collective Exhibition Comics, Manga & Games	4.0
Comics Business Centre	6.2
Crime Discovery Zone	**5.0**
Education	**3.0**
Education International	**4.1**
Fiction & Non-Fiction	**3.0, 4.0, 5.0, 6.0**
Collective Exhibition Independent Publishers	3.0
German Publishers & Booksellers Association Centre	**4.1**
Guest of Honour Czechia	**Forum 1**
International Exhibitors	**3.1, 5.1, 6.1, 6.2**
African Countries	3.1
Arab World	5.1
Asia	5.1, 6.1, 6.2
Baltic States	3.1
Central and Eastern Europe	3.1
English-speaking Countries	5.1, 6.1, 6.2
Latin America	3.1
Nordic Countries	3.1
Romance Languages	3.1
Southern Europe	3.1
Frankfurt Global Network	3.1

Literary Agents & Scouts Centre (LitAg)	**4.2**
Meet the Author (Fri-Sun)	**Festhalle**
New Adult	**3.0, 4.0, 5.0, 6.0**
Phantastic	**4.0**
Press Centre	**Torhaus**
Publishers Rights Centre	**4.2**
Publishing Partners	**4.1**
Knowledge Hub	4.1
Religion	**3.0**
Self-help Books	**5.0**
Themed World: Self-help & Travel	5.0
Stages	**3.0, 3.1, 4.0, 4.1, 5.0, 5.1, 6.0, 6.1 CMF**
Asia Stage	5.1
CMF Stages	CMF
Community Stage	6.0
Dialogue Stage	Foyer 4.0
Discovery Stage	5.0
Global Stage	Foyer 5.1/6.1
Imagination Stage	4.0
Innovation Stage	4.1
Inspiration Stage	3.0
Latam Stage	3.1
Leseinsel der unabhängigen Verlage	3.0
Matsuri Stage	outdoor area 4.0/6.0
Stationery & Gifts	**5.0**
STM & Academic Publishing, Business Information	**4.1**
Tourism	**5.0**
Trading Card Area	**6.0**
Workstation	**4.1, 6.2**

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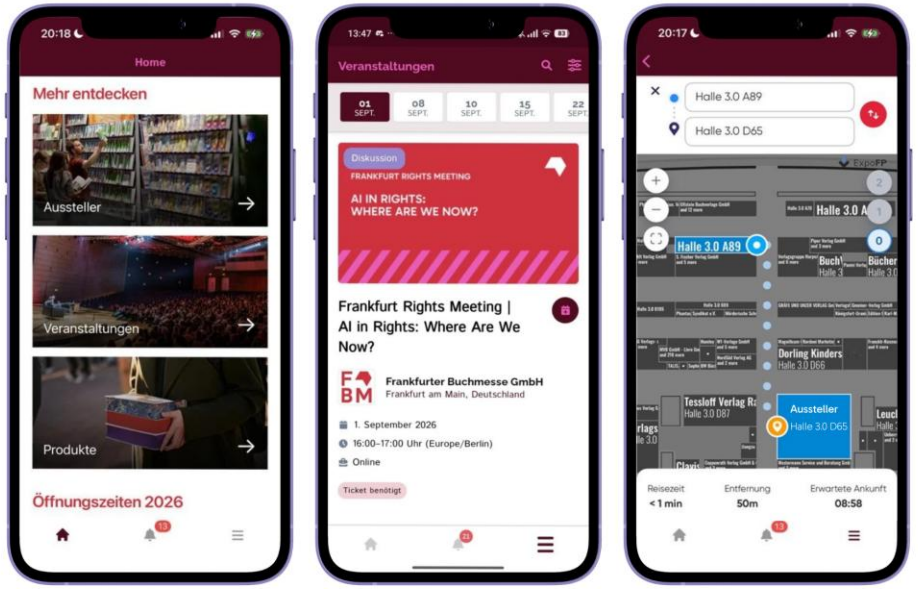
The Frankfurter Buchmesse app



For greater convenience whilst on the move, visitors and team members can use the Frankfurter Buchmesse app, which includes the events calendar, exhibitor directory and interactive hall map.

Exhibitors can manage their profile via the web version at **Event | Frankfurter Buchmesse 2026**

The app is expected to be released in August.

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Tips for Book Fair Week

Allow for plenty of time between appointments …

Opening hours

- The fair is open daily from 9 am to 6.30 pm.
- Entry is permitted from 8 am for those with an exhibitor pass.
- The fair closes at 5.30 pm on Sunday.

Friday, 11 am

- The fair opens its doors to the general public.

Book sales

- You may sell your products throughout the week.

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Tips for Book Fair Week

- Wear comfortable shoes
- Stay hydrated
- Keep an energy bar and some cough drops at hand
- Reserve some slots to explore the professional programme
- And keep some time to catch up with colleagues and friends!

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All the information you need:

- Digital Presence | Frankfurter Buchmesse
- Everything for your trade fair preparation | Frankfurter Buchmesse
- Book Fair Year | Frankfurter Buchmesse
- Service contractors for your stand at Frankfurter Buchmesse | Frankfurter Buchmesse

If you have any questions:

Please contact us by email: exhibition@buchmesse.de

Fair Platform: support-event@buchmesse.de

Or by telephone:

Before the Fair: +49 (0) 69 2102 0

From 1 Octobre 2026 and throughout the Fair: +49 (0) 69 7575 41000

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Thank you for your attention – we look forward to seeing you again in October!

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BUCHMESSE

Frankfurter Buchmesse, Braubachstr. 16, 60311 Frankfurt am Main