



FRANKFURTER
BUCHMESSE

Webinar for Exhibitors

How to #fbm25 - Fair Preparations

Wednesday, 9.7.2025

10.00 am & 4.00 pm, CEST



Hanife İçten, Riky Stock, Charlotte Boschen

Agenda



**FRANKFURTER
BUCHMESSE**

15 – 19 OCTOBER 2025
GUEST OF HONOUR PHILIPPINES

→ 1: Preparations during summer 2025

- New at #fbm25
- Logins
- Frankfurt Connect
- Exhibitor Ticket Portal
- Visa

2: Stand equipment & planning

3: Tips for the book fair week



What is new at Frankfurter Buchmesse this year?

- Book sales
- Opening hours for general public

Overview: Logins

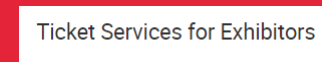


Digital Services:

- Exhibitors
- Company profile
- Products
- Events
- Team members
- Networking

A screenshot of the "Messe-Login" page from messe frankfurt. The page has a light gray header with the "messe frankfurt" logo and a language selector "EN (GB)". Below the header, there's a "Login" section with a "Back to the website" link and a form for email and password. To the right is a "Register" section with a "Register now" button. The page is titled "Messe-Login" in a bold font.

Ordering services
at the fair



Exhibitor
Ticket Portal

Frankfurt Connect

NEW: Digital Presence | Frankfurter Buchmesse

The digital packages

- BASIC
- ECO
- PRO

05 Contacts

Main contact

All relevant documents and information on participation at Frankfurter Buchmesse will be sent by e-mail to the contact person named here.

First name
Surname
E-mail

Admin for the Exhibitor Ticket Portal

First name
Surname
E-mail

Admin for Frankfurt Connect

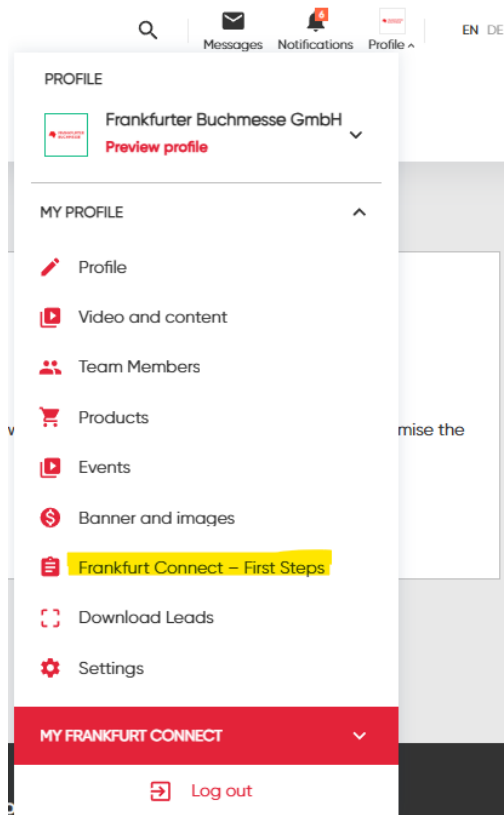
First name
Surname
E-Mail

Contact person at the fair

First name
Surname
Mobile

Contact person: admin for
your company profile
(deputies can be named later)

Frankfurt Connect



Step by step introduction to the profile entry of the company profile

- Welcome
- Exhibitor profile
- Admin/Team members
- Speakers
- Events
- (only PRO = Upload Banner)
- Further questions: Support-connect@buchmesse.de

Exhibitor Ticket Portal

Access via Ticket Manager

05 Contacts

1

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Admin for Frankfurt Connect

First name
Surname
E-mail

Admin for the Exhibitor Ticket Portal

Admin for the Exhibitor Ticket Portal

First name
Surname
E-mail

First name

Surname

E-mail

Enter your e-mail address on the registration form

2

Messe-Login

Create your login as ticket manager

[← Back to the website](#)

Login

If you already have a Messe-Login, please enter your Messe-Login details.

Email

example@domain.com

Password

Register

Register a Messe-Login to be able to use all trade fair services.
Registration is free.

Register now

3



FRANKFURTER
BUCHMESSE

Kartenproduktion ...
Hall 1.1, A1



[← back to ticket management](#)

Name deputy ticket

The following users are currently

tickets for this stand:



NAME DEPUTY TICKET MANAGER

Add deputies for the Exhibitor Ticket Portal

Exhibitor Passes

1

Create a new ticket.

Form of address*

Title

First name*

Last name*

Kartenproduktion V-22

Germany

E-mail address of ticket holder

☐ Please select if you wish to have your ticket sent per e-mail. It will be sent to the e-mail address of the ticket holder.

TICKET PREVIEW + NEXT

Create Exhibitor
Passes for your team
and e-mail as a PDF

2

FRANKFURTER
BUCHMESSE

Zentrum Wort - Fr...
Hall 4.1, F21

16 - 20.10.24
Frankfurt am Main

Overview Exhibitor Passes Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

Exhibitor Passes ⓘ
(14.10. until 21.10.2024)
You have issued 17 exhibitor pass(es).

ISSUE EXHIBITOR PASSES

SEARCH

Show	all tickets	Action	PLEASE SELECT	Entries	50				
Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status	Download
Ms Marie Müller	Kartenproduktion V-22	1 7055 8428 0384		Exhibitor Pass € 99.00	06.10.2024 04:08 PM			✓	Download
Ms Corinna Meier	Frankfurter Buchmesse Gm...	1 7055 8428 9955		Exhibitor Pass € 99.00	06.10.2024 04:02 PM	meier@buchmesse.de		✓	Download
Mr Stefan Schütz								✓	Download

View, download and
manage passes
already generated

Ticket codes for trade visitors

1

How would you like to invite your customers or guests?

Would you like to send the ticket code yourself?

Send ticket links to
your customers

 XLS
123

Ticket code



Would you like us to take care of it for you?



Ticket link



Send ticket links using an
Excel template



2

Redeem ticket code or voucher

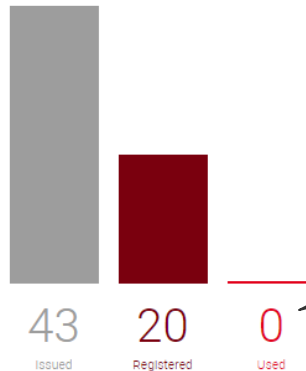
Please enter your ticket code or voucher code here. ⓘ

Ticket code

REDEEM TICKET CODE

Recipients convert the
code into a ticket

3



Passes overview in the
Exhibitor Ticket Portal

Visa

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**.

German missions abroad: [Federal Foreign Office](#)

Agenda

1: Preparations during summer 2025

→ 2: Stand equipment & planning

- Our team on-site
- Stand equipment
- Accessibility
- WiFi at the Fair
- Service Contractors
- Set-up, access and parking, dismantling
- Delivery, Early Access
- Traffic regulation

3: Tips for the book fair week

How to #fbm25

Our team 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

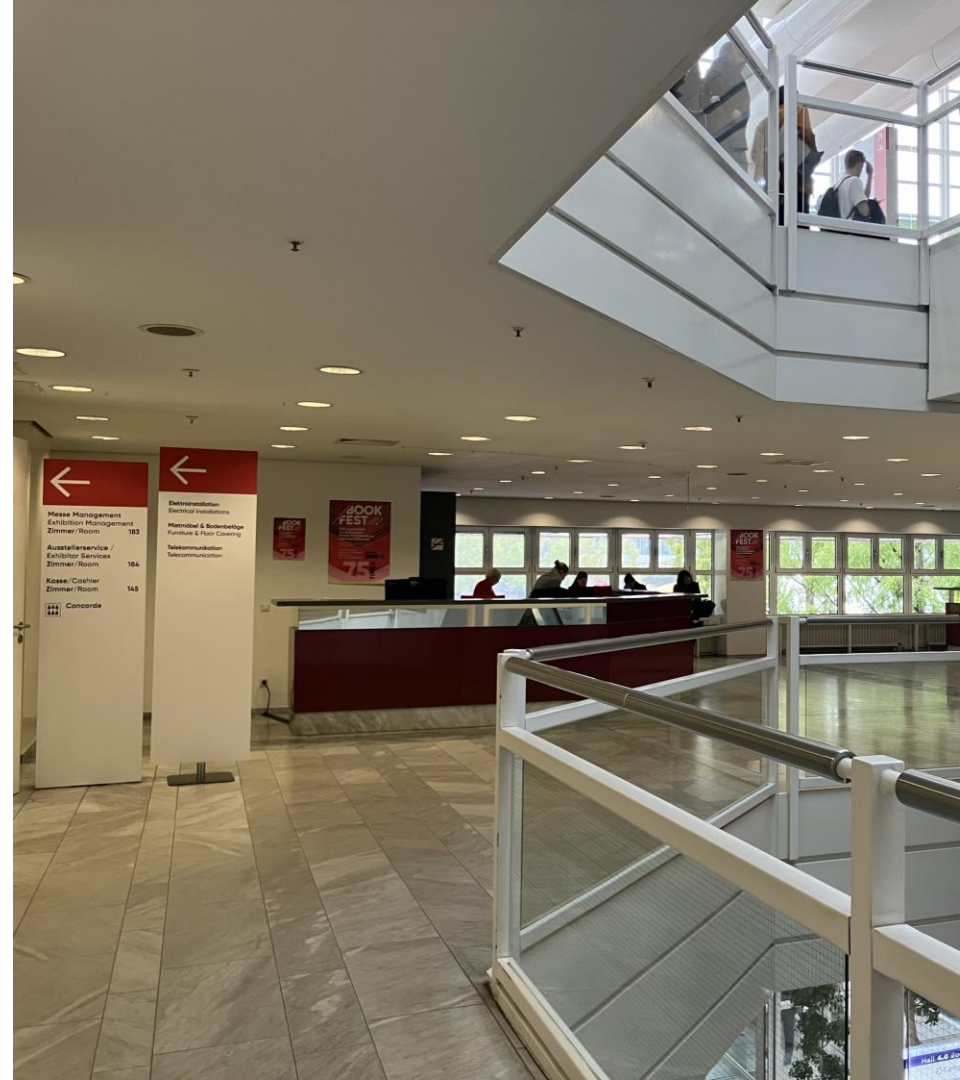
+49 (0) 69 7575 41000

Thursday 9th – Sunday 12th: 9 am to 5 pm

Monday, 13th – Wednesday 15th: 8 am to 7 pm

Thursday 16th – Saturday 18th: 8 am to 6 pm

Sunday 19th: 8 am to 5.30 pm



Stand equipment

Furniture and stand equipment for your System Stand | Frankfurter Buchmesse

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



All furnishing options by System Stand model

We offer a variety of furnishing options to go with our System Stands. They differ in construction characteristics, which affects the product range bookable for each. The overview below shows all options, sorted by stand model. If you have additional questions, then please get in touch.

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 2025](#).



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

Custom-built stand – Early Access

Early access may be requested for **Custom-built stands > 40 sqm** (subject to a fee).

- Deadline: 1 August 2025 (same deadline as for stand build plans), custombuiltstand@buchmesse.de
- More info on [Everything for your trade fair preparation](#)

Set-up and dismantling

Set-up times

Set-up and dismantling passes

Vehicle access during set-up

Early access for exhibitors with Custom-built Stands

Accessibility

Every measure is a step forward!

Examples:

- Identification of potential barriers
- Avoiding steps and thresholds
- Bevelled edge
- Contrast strips
- Wide ramp
- Wall graphics
- Stage at the stand
- Communication at eye level

For further reading

[Useful tips for an accessible fair stand](#)

WiFi



For all:
Wifi to check
emails and
browse

5 Ghz range



Book your
stand's own
internet access at
Messe Frankfurt
[telekommunikatio
n@messefrankfur
t.com](mailto:telekommunikation@messefrankfurt.com)



Registration for setting
up your own router

[Registration form](#)

Service Contractors

Service Contractors



[Exhibit](#)

[Visit](#)

[Highlights & Special Topics](#)

[Rights & Licences](#)

[Fellowship & grant programmes](#)

[News](#)

[About us](#)

[Press](#)

[← Information for Exhibitors](#)

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 is done directly with the respective contractual partner.

Information on our website:

[Service contractors for your stand at Frankfurter Buchmesse](#)

- Catering
- Internet
- Fire extinguishers
- Graphic requirements
- Media equipment
- Parking space
- Logistics

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](#)

Customer Service by Messe Frankfurt (Mon–Fri 9 am–5 pm)

Phone.: +49 (0)69 7575 2999

E-Mail: serviceshop@messefrankfurt.com



+ Add to your registered stands

Here you add more stands to your selection for which you want to place orders.

☐ Enter stand code

Stand codes are issued for stands already registered in the shop. They authorise ordering on account of the company assigned to the stand.

☒ Register a stand for your company

Register here the stand for which you want to order in the shop on account of your company.

CONTINUE

Set-up, access and parking, dismantling

Set-up days / Access / Dismantling

Set-up days

- Monday 13 Oct - Tuesday 14 Oct, from 7 am to 10 pm
- Anyone entrusted with stand construction must carry either a set-up and dismantling or an exhibitor pass.

Access

- Advance online check-in possible
- [Traffic regulation at the exhibition site](#)

Dismantling

- Sunday 19 Oct, from 5.30 pm onwards
- Assembly point for dismantling vehicles: “Rebstockgelände” parking site

Stand delivery / Storage

Stand delivery of exhibition goods

(as of Mon 13 Oct; presence of staff at stand required)

exhibitor name / hall / stand number
Frankfurter Buchmesse, Messegelände
Ludwig-Erhard-Anlage 1
D - 60327 Frankfurt



Please note the information on our [Forwarding Agent / Customs Clearance](#)

Storage

- Limited storage permitted on the stand (daily requirement only)
- Cargo Center Messe Frankfurt

Traffic regulation during the fair

Parking spaces

- Need to be booked in advance via **Shop for Exhibitor Services**, Messe Frankfurt

Logistics and traffic

Delivery and Interim Vehicle Access

Parking

Traffic during set-up and dismantling

Traffic on the exhibition site

Interim Vehicle Access (e.g. caterers)

- possible Wed–Sat (Sun not possible!), 2-hour slot against cash deposit (€ 100);
access via Tor Nord

Detailed information: [Traffic-regulation-exhibition \(Messe Frankfurt\)](#)

Further reading: [Everything for your trade fair preparation](#)

Agenda

1: Fair preparation 2025

2: Stand equipment & planning

→ 3: Tips for the book fair week

- Hall plan
- Frankfurt Connect App
- Practical hints

connect.buchmesse.de/en

**Familiarise yourself
with Hall Plan
Frankfurter Buchmesse**

Tips for the book fair week

Allow for plenty of time between appointments ...

Opening hours

- Daily from 9 am to 6.30 pm
- Access at 8 am with an Exhibitor Pass only
- On Sunday the fair closes at 5.30 pm.

Friday, 10 am

- The fair opens to the general public.

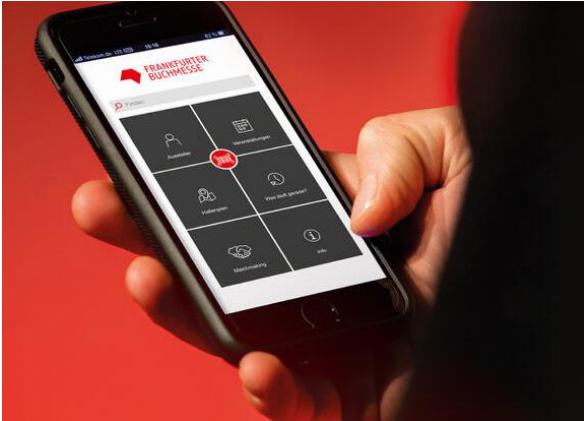
Book sales

- Book sales permitted during the whole duration of the fair

Tips for the 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!

Frankfurt Connect App



Frankfurt Connect will be available as an App

Further reading:

- [NEW: 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](#)

For further questions:

E-mail: exhibition@buchmesse.de

Frankfurt Connect: support-connect@buchmesse.de

Phone (before the fair): +49 (0) 69 2102 0

Phone (during set-up and the fair): +49 (0) 69 7575 41000

**Thanks for joining us today -
we look forward to seeing you in October!**





**FRANKFURTER
BUCHMESSE**

Frankfurter Buchmesse, Braubachstr. 16, 60311 Frankfurt am Main