

Marketing and Advertising

Advertising your stand and your products



Events

Take advantage of these low-cost, attention-grabbing opportunities to step into the spotlight at Frankfurter Buchmesse. Exhibitors use our stages and event areas to present their authors, books and products focussed on different topics. Who is the audience? 10,000 representatives of the press, along with 278,000 visitors and keen customers from around the world.

30-minute event (incl. set-up & clearing time)	€ 670.-*
60-minute event (incl. set-up & clearing time)	€ 885.-*
Evening event	€ 1,560.-

*Prices may vary on weekends

We offer the following theme-based stages:

- / YOGI TEA® Reading marquee
- / Open Air Stage (Event Area)
- / Frankfurt Kids Stage
- / Frankfurt Audio Stage
- / Gourmet Gallery Show Kitchen
- / Gourmet & Travel Salon
- / Publishing Services & Retail Stage
- / Frankfurt Cosplay Stage
- / THE ARTS+ Stage
- / Frankfurt EDU Stage
- / Frankfurt EDU Workshop Area
- / Academic & Business Information Stage
- / International Stage
- / Signing Box

Be seen at the Agora ...

... and reach a whole new audience. How about a second presentation area outside of the fair halls? The Agora offers plenty of space for events and your own marketing and presentation formats. Get in touch with us for more information and personal consultation.

Price per sqm	€ 565.-
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Event Area

The new Event Area is a space for your fan events, special campaigns and large-scale author events at Frankfurter Buchmesse. It is located next to Hall 1, adjacent to the Agora. It offers plenty of space for large audiences and all kinds of events. Surprise us and your audience with your creative ideas.

Step into the spotlight with BOOKFEST

Find the right audience for your stories and ideas. BOOKFEST is the international festival of Frankfurter Buchmesse. It transforms the entire city into a stage, uniting fair visitors, literary fans, authors, artists, publishers, partners, Frankfurt institutions and cultures from around the world. The presentation options at BOOKFEST can be found in and beyond the fairgrounds.

Take advantage of locations throughout the city and present your content and topics in a one-of-a-kind setting.

buchmesse.de/bookfest-bepartofit

Sponsoring & Cooperation

Gain international visibility for your brand. Take the opportunity to present your products and services through sponsoring opportunities. Frankfurter Buchmesse is the world's largest platform for content and ideas. It is where you can encounter the market's decision makers, publishers and trade visitors, along with publicists, booksellers, authors and service providers. You can convert them into the ideal evangelists for accessing new customers and increasing awareness of your company. Become a cooperating partner in a specific themed area and help your products gain the attention of your target groups around the world.

Frankfurter Buchmesse offers a comprehensive range of marketing and communication services, that you as an exhibitor can easily and effectively leverage to market your company and products. Whether you want to put the spotlight on your company logo or host your own programme on an event stage – we can offer tailored packages to meet your unique needs and find the best possible solution together.

Give us a call: +49 (0) 69 2102-150



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Print and online products in 2020

Frankfurter Buchmesse offers print and online media that you can use to support your networking needs and the presentation of your company at the fair in 2020. They will gain you:

- / Greater visibility 365 days a year
- / Online, print and on-site media presence
- / International relevance
- / Direct customer targeting

Print and online advertising

Benefit from a wide reach through targeted media channels for efficient communication, such as through the Consumer Booklet (print run: 60,000), website (10 million PIs), and the app (21,000 downloads). Book now online at: media.services.book-fair.com/2020/en.

Exhibitor Catalogue

The only way to ensure that you and your co-exhibitors receive relevant information (e.g. e-mails on special thematic exhibition areas) is by ensuring that your entry in the Exhibitor Catalogue is correct and that you name your company's areas of focus.

Contact: NEUREUTER FAIR MEDIA GmbH

Phone: +49 (0)341 678-27782

E-mail: neureuter@buchmesse.de

On-ground promotional opportunities

Distribution campaigns, promotional teams and "walking acts" can be used to get direct personal contact in high-traffic, central locations at the fair.

Advertising at the fair

Posters, display cases and billboard-sized advertisements bolster visibility.

Cooperation and marketing packages

This year, Frankfurter Buchmesse is once again positioning itself as a platform for cooperation opportunities to support your marketing. Please talk to us for a personalised package.

Contact: Frankfurter Buchmesse

Phone: +49 (0) 69 2102-150

E-mail: pauli@buchmesse.de

Free advertising shop

Advertise your appearance at the fair for free with personalised web banners with your stand number that you can place on your website and/or in your e-mail signature.

You can access the advertising shop after stand numbers are allocated in Summer 2020.



Advertising in the Calendar of Events and social media

Advertise your trade fair appearance and events via social media and use the channels of the Frankfurter Buchmesse for a wider range:

 facebook.com/frankfurterbuchmesse

 twitter.com/book_fair

 instagram.com/buchmesse

 linkedin.com/company/frankfurt-book-fair

 xing.com/companies/frankfurterbuchmesse

Stay up to date! The Buchmesse Newsletter gives you information on the latest news and events concerning Frankfurter Buchmesse: buchmesse.de/newsletter-subscribe.