



Important details regarding your book signing hours at Frankfurter Buchmesse 2019

Dear ladies and gentlemen,

we would like to support you in organising and carrying out book signing sessions with your authors by providing you with a few details.

You have several possibilities:

1. Reserve a signing box

Your author takes a seat at one of our signing tables in a signing box at the Agora and has time to sign autographs:

- During this time, you can sell the books on site at their fixed retail price.
- Each signing area is clearly designated. A sign indicates who is signing books and for how long.
- If there is a large number of visitors, we will provide security personnel to ensure that everything runs smoothly.

After an event in the YOGI TEA® Lesezelt or on the Frankfurt Pavilion:

- We have already pre-booked a 30-minute slot for book signing in the signing box at the Agora for a special price of 50 euros. Please indicate while completing your reservation whether you would like to accept the offer or send us a confirmation by e-mail to stages@buchmesse.de.

Extended signing hour or book signing without a previous event

- In the case of very well-known authors, we strongly recommend that you reserve the signing box for a longer period of time in order to be able to ensure all readers get an autograph. Feel free to contact us!
- You can also book the signing box without a prior event on one of the Agora stages.
- The price of the signing box is 250 euros per half hour whether for an extension or without a previous event.
- For booking, please send an e-mail to stages@buchmesse.de.

Entry in the Calendar of Events

- After booking or confirming your slot, you should advertise the signing hour by making an entry in the Calendar of Events. Please log into [My Book Fair](#) and add your signing hour to the Calendar of Events.

2. Signing at your stand

Your authors can also sign books directly at your stand:

- During this time, you can sell books at their fixed retail prices.
- Enter the signing hour in the Calendar of Events as described above.
- If authors are very well-known, please use the signing boxes.
- If, however, you do decide to hold the signing session at your stand, please note the following:
 - / In addition to entering it in the Calendar of Events, please inform us of the signing hour with time and expected number of visitors. Contact your customer service representative.
 - / As organiser of the event and operator of your stand, you are responsible for ensuring that the signing session runs smoothly. Therefore, please contact the security service to order fee-based additional security personnel. Contact: Protect GmbH, Carsten Simon, cs@protectgmbh.com
 - / If queues extend beyond your stand, make sure that no passageways are obstructed and access to corridors is guaranteed.
 - / It is important that neighbouring stands are not impaired. This applies particularly with regard to visitor accessibility to neighbouring stands and ensuring that escape routes remain clear.
 - / Providing extras like cold drinks, sweets or small games has proven very successful. Not only will those waiting be grateful, but so will your stand neighbours.
 - / Also remember to block off any parts of your stand that you don't want visitors to enter. Barrier tape can be ordered [here](#) from Messe Frankfurt Medien & Service GmbH.

We wish you every success and lots of fun for your signing hours!

Our event team can answer your questions about stages and signing boxes. (stages@buchmesse.de).

Questions about events which take place at the stand can be directed to your customer service representative or our Service Center (servicecenter@buchmesse.de).