



FRANKFURTER
BUCHMESSE

16 – 20 OCTOBER 2024
GUEST OF HONOUR ITALY

Prices & products 2024

Fair Presence: System Stands (various models), Custom-built Stand, Co-exhibitor, Workstation, Publishers Rights Centre (PRC)

Digital Presence: BASIC and three upgrades

Important dates: Early Bird deadline: 12 January 2024
Official deadline for stand registrations: 31 January 2024
Deadline for registration PRC and Workstations: 31 March 2024

Outlook: Start of registration for Collective Exhibitions: April 2024
Deadline for registration Collective Exhibitions: 15 May 2024

Your options: buchmesse.de/en/exhibit

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At a glance

Exhibiting at Frankfurter Buchmesse

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Which option will suit you best?

Our product overviews will make your decision easier:

System Stand, Custom-built Stand or a table at one of the Workstations?

➔ [Details at buchmesse.de/en](https://buchmesse.de/en)

The System Stand types in comparison:

➔ [Details at buchmesse.de/en](https://buchmesse.de/en)



System Stand CLASSIC

Prices

Prices excl. VAT

	Early Bird discount until 12/Jan/2024	Standard
4 sqm row stand	€ 361/sqm	€ 372/sqm
6 sqm or 8 sqm row stand	€ 466/sqm	€ 480/sqm
12 sqm row stand or larger	€ 596/sqm	€ 614/sqm

Surcharges for special stand positions

(Basis is the net floor space price. Surcharge applied to the first 75 sqm only.)

Corner or walk-through stand (fronting 2 aisles)	+ 10 %
Peninsula stand (fronting 3 aisles, bookable for stands > 16 sqm)	+ 15 %

The platform for the Exhibitor Directory and the Calendar of Events will be newly developed and expanded to include numerous digital services. This will allow an optimal presence and ideal networking within the international media industry – before, during, and after the fair.

↗ Digital Presence

When you register as an exhibitor, you will be required to make a contribution to an environmentally friendly fair and to effective communication on all channels. ↗ **Obligatory fees**

Subsidiaries and imprints registered as co-exhibitors receive their own trade fair presence and services. ↗ **Co-exhibitor**



System Stand CLASSIC

Basic features

When you book a System Stand CLASSIC, you will receive a fully assembled stand with these basic features:

- Carpet (Rips 0905 grey)
- Back and side walls according to the size of your stand.
(Additional walls are available for 220 euros per metre of wall and, if necessary, a rescheduling surcharge.)
- Four bookshelves per 1 m wall
- One bench cabinet per 1 m of back wall
- Ceiling frame with one power socket (1 kW) plugged in
- Support walls for stands > 8 sqm (where structurally necessary)
- Stand sign(s) with your company name and business location (two signs for 8 sqm stands and larger)
- Digital Presence BASIC
- Exhibitor Passes (quantity depending on stand size)



4 sqm with basic features



20 sqm corner stand with half-open wall and additional equipment "Furniture & Light" (XL and M)

You can find info on lighting, furniture or other stand equipment here:

[**➤ Furniture and stand equipment**](#)




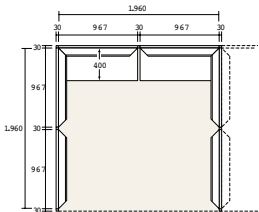
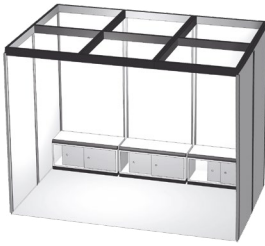
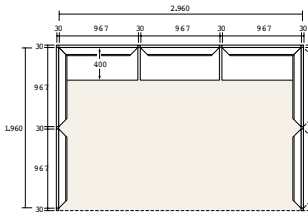

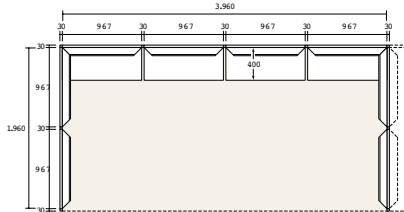
System Stand CLASSIC

Examples for row stands

Prices excl. VAT

The examples show the price for the floor space with a System Stand including the obligatory fees. Surcharges for special stand positions and costs for separately bookable lighting and furniture will be added where applicable.

Depending on the stand size and type, supporting elements are required to carry the ceiling frames and contribute to the overall stability. The bookshelves are not shown in the perspective illustrations.

4 sqm	6 sqm	8 sqm
 	 	 
Dimensions (D × W): 2 m × 2 m Interior dimensions: 1.96 m × 1.96 m Price: € 1,691 Early Bird price: € 1,647	Dimensions (D × W): 2 m × 3 m Interior dimensions: 1.96 m × 2.96 m Price: € 3,100 Early Bird price: € 3,016	Dimensions (D × W): 2 m × 4 m Interior dimensions: 1.96 m × 3.96 m Price: € 4,077 Early Bird price: € 3,965

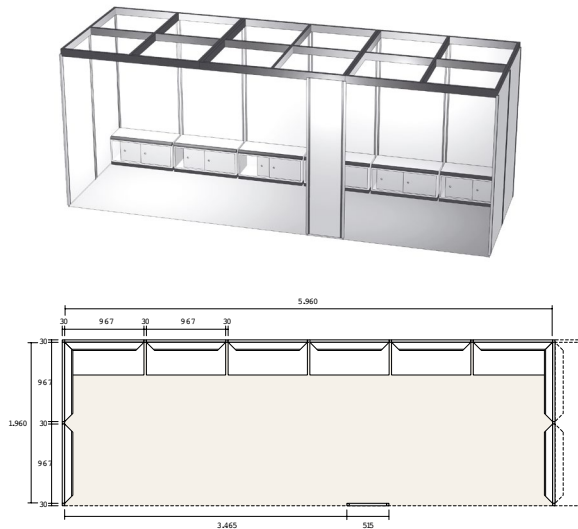


System Stand CLASSIC

Examples for row stands

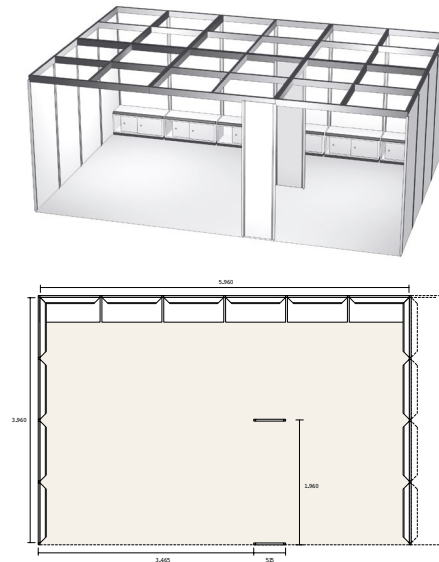
Prices excl. VAT

12 sqm

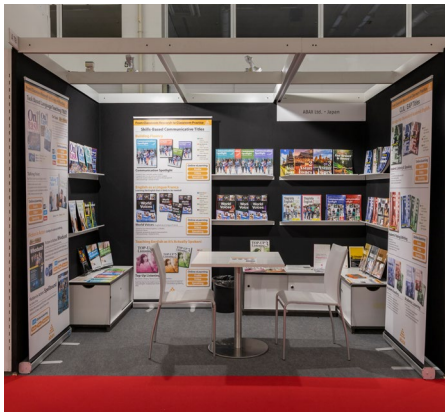


Dimensions (D × W): 2 m × 6 m
Interior dimensions: 1.96 m × 5.96 m
Price: € 7,869
Early Bird price: € 7,653

24 sqm



4 m × 6 m
3.96 m × 5.96 m
€ 15,339
€ 14,907



The stand examples shown contain additional equipment (ordered at cost).

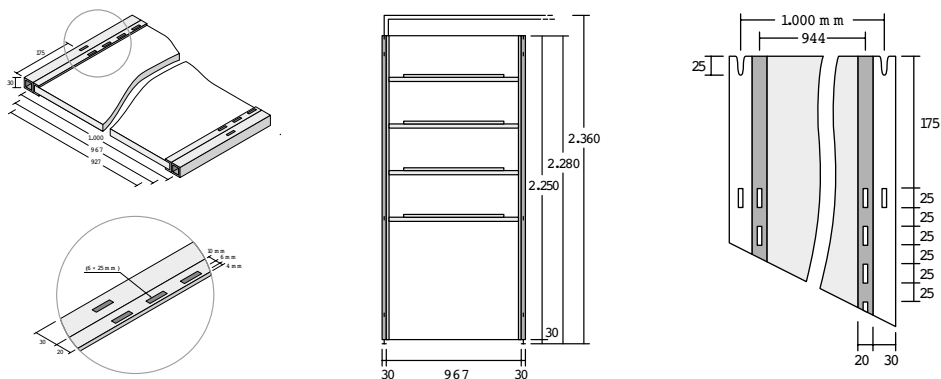


System Stand CLASSIC

Detailed measurements

All dimensions in the drawings are given in millimetres (mm).
Please allow for a tolerance of +/-10 mm.

Wall element

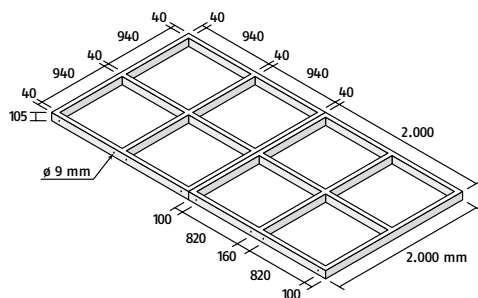


Dimensions (D × H × W): 24 mm × 2.250 mm × 927 mm

(dimension of the wall panel between the fixing rails, for graphics)

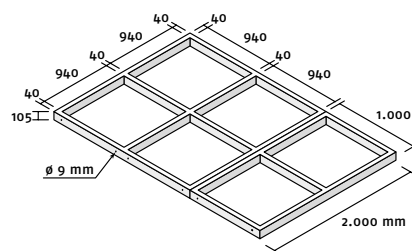
The max. load on a single wall element is 55 kg, as a composite wall it is 65 kg.

Ceiling frames



Two adjacent ceiling frames
(2 m × 2 m) with a power rail running
through the middle.

Ceiling frames 6 sqm

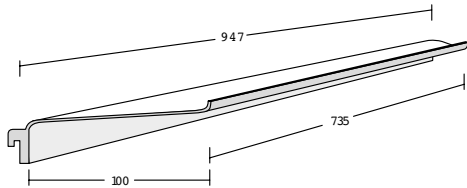


Two adjacent ceiling frames
(2 m × 2 m and 1 m × 2 m) with
a power rail running through
the middle.

System Stand CLASSIC

Detailed measurements

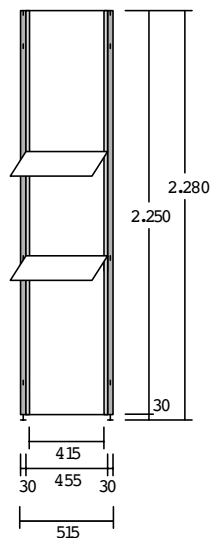
Bookshelf



Maximum load:

10 kg per bookshelf

**Support wall
with two brochure holders**



Dimensions (D × H × W):

24 mm × 2.250 mm × 415 mm

Each support wall carries max. 2
brochure holders, max. load: 3 kg.

Electric socket



The power socket is plugged directly into the conductor rail of the ceiling frame, so it may be advisable to take extension leads to the fair. Additional power sockets can be ordered separately via our service contractor.

buchmesse.de/en/service-contractors

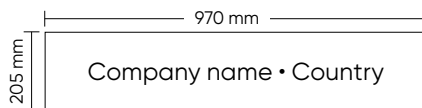




System Stand CLASSIC

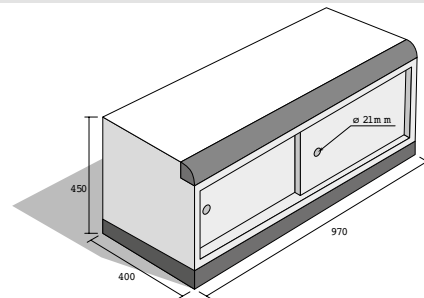
Detailed measurements

Stand sign



The stand sign will be made according to your stand registration, in black standard lettering on a white background. It is fixed with S-hooks to the slotted rail on the wall and can therefore be easily put up or moved.

Bench cabinet



Fitting locks can be bought at the fair. Bench cabinets must not be put on top of each other. Maximum load: 100 kg per bench cabinet.

You can find info on lighting, furniture or other stand equipment here:

[↗ Furniture and stand equipment](#)



Stand examples show additional stand equipment.



System Stand DELUXE

Prices

Prices excl. VAT

The System Stand DELUXE, available from 12 sqm, is an individually designed System Stand CLASSIC – tailored to your briefing and budget. The cost of a finished System Stand DELUXE is based on the booked CLASSIC stand size **plus the services as specified in your briefing.**

	Early Bird discount until 12/Jan/2024	Standard
Row stand	€ 596/sqm	€ 614/sqm

Surcharges for special stand positions

(Basis is the net floor space price. Surcharge applied to the first 75 sqm only.)

Corner or walk-through stand (fronting 2 aisles)	+ 10 %
Peninsula stand (fronting 3 aisles, bookable for stands > 16 sqm)	+ 15 %
Island stand (fronting 4 aisles, bookable for stands > 100 sqm)	+ 20 %

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➤ Digital Presence

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System Stand DELUXE

Services

Our services for you:

- Design: based on your briefing we will develop a tailor-made stand with the corresponding quote.
- Construction: Our team will provide the floor plan, elevation and design details, and build your stand according to your specifications.
- Coordination: We will be at your disposal throughout the preparation period.
- Stand hand-over: The stand will be handed over to you at an on-site appointment before the start of the fair.
- Exhibitor Passes (quantity depending on stand size)
- Digital Presence BASIC





System Stand SMART

Prices

Prices excl. VAT

	Early Bird discount until 12/Jan/2024	Standard
4 sqm row stand	€ 4,610	€ 4,650
4 sqm corner stand	€ 4,754	€ 4,798
8 sqm row stand	€ 7,340	€ 7,460
8 sqm corner stand	€ 7,712	€ 7,844

The prices for the System Stand SMART are package prices and include the **↗ Obligatory fees.**



Two 4 sqm row stands with fabric wall covering (bookable, at cost)



8 sqm row stand with full-surface graphics (bookable via external service contractor, at cost)

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System Stand SMART

Basic features

When you book a System Stand SMART, you will receive a fully assembled stand with these basic features:

- Back and side walls, depending on the size of your stand
- Broadband internet connection (LAN, 6 Mbit/s)
- Multifunctional wall module incl. triple power socket
- 40-inch monitor with LCD display
- A counter with lockable base cabinet and DIN A4 brochure holder (in 8 sqm stands positioned at the left of the stand, as standard)
- Two bar stools, waste paper basket, book shelves
- Two spotlights for 4 sqm; four spotlights for 8 sqm
- Carpet (Rips grey)
- Digital Presence BASIC
- Ten trade visitor one-day tickets
- Two resp. three Exhibitor Passes (for 4 sqm resp. 8 sqm stand)

Additional for 8 sqm stand (positioned at the right of the stand, as standard):

- One table with two chairs
- Two bench cabinets



4 sqm corner stand (wall foiling ordered via external service contractors, at cost)



8 sqm corner stand (coloured carpet and wall fabric bookable, at extra cost)



System Stand SMART

Additional equipment

Prices excl. VAT

The following additional equipment can be ordered for the System Stand SMART:

PC lectern/cabinet	€ 244
Shelf XL	€ 86
Sloping shelf	€ 111
Small sloping shelf	€ 66
Wardrobe bar with four hooks	€ 39
Alternative carpet colour (price/sqm)	€ 25
Fabric wall covering (price/running m)	€ 127

Details and product images at [↗ Furniture and stand equipment](#).

Please note the order deadlines and cancellation conditions in the [↗ Terms and conditions of participation](#) (III. Terms and Conditions for System Stands CLASSIC, GALLERY, SMART and GLOW, for individualised stand construction within the scope of System Stand DELUXE as well as for additional services "Furniture and stand equipment").



System Stand GLOW

Prices

Prices excl. VAT

At 2 m depth	Early Bird discount until 12/Jan/2024	Standard
16 sqm row stand	€ 18,120	€ 18,400
16 sqm corner stand	€ 19,340	€ 19,660
16 sqm peninsula stand	€ 19,440	€ 19,770
20 sqm row stand	€ 22,110	€ 22,470
20 sqm corner stand	€ 23,360	€ 23,760
20 sqm peninsula stand	€ 23,580	€ 23,990
At 4 m depth		
24 sqm row stand	€ 25,110	€ 25,550
24 sqm corner stand	€ 26,050	€ 26,530
24 sqm peninsula stand	€ 26,250	€ 26,760
32 sqm row stand	€ 30,860	€ 31,450
32 sqm corner stand	€ 32,320	€ 32,960
32 sqm peninsula stand	€ 32,470	€ 33,130

The prices for the System Stand GLOW are package prices and include the **↗ Obligatory fees.**

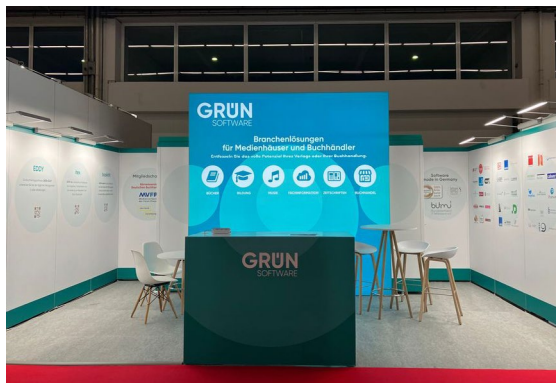


System Stand GLOW

Examples



20 sqm corner stand



24 sqm row stand



24 sqm corner stand

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System Stand GLOW

Basic features

Prices excl. VAT

When you book a System Stand GLOW, you receive a fully assembled stand with the following basic features:

- Back and side walls with coloured wall foiling (choice from nine colours, see next page)
- Carpet (Rips, choice from nine colours, see next page)
- 3 m high and backlit fabric wall with your graphic
(Individualised graphics for walls or counter fronts need to be ordered from the service contractor in charge, at cost.)
- Cubicle with shelf and wardrobe bar
- Counter with lockable built-in cupboard and one bar stool
- Table with three chairs, waste paper basket, book shelves
- From 20 sqm: additional shelving unit, waste paper basket, and wardrobe bar inside the cubicle
- From 24 sqm: bar table with three bar stools
- Power connections in cubicle, counter, and seating area
- Long-arm, wall-mounted spotlights
- Two stand signs with your company name and business location
- Digital Presence BASIC
- Exhibitor Passes (quantity depending on stand size)

The fabric wall graphic included in the basic features can be taken off and stored by you after the fair. If in 2023 you had booked a System Stand GLOW of the same size, you may reuse the old fabric wall graphic and mount it on the finished stand yourself. In this case, you will receive a corresponding discount.

Discount for using the fabric wall graphic from the previous year

Reuse of graphic 2 m x 3 m (for 16 sqm)	€ -460
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Reuse of graphic 3 m x 3 m (for 20 sqm, 24 sqm, or 32 sqm)	€ -671
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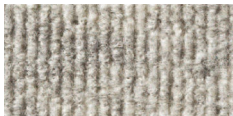


System Stand GLOW

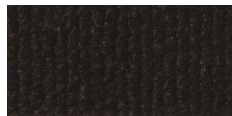
Basic features

Wall foiling and carpet are included in the basic features. You may choose from the colours below.

Carpet



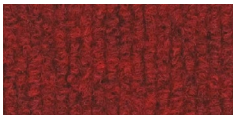
Rep 0985 light grey



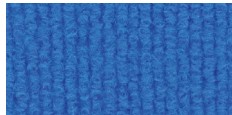
Rep 0910 black



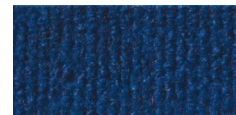
Rep 9662 red



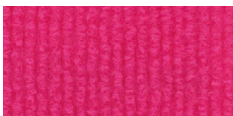
Rep 0012 dark red



Rep 0904 light blue



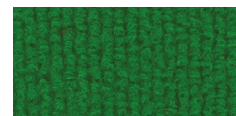
Rep 0014 night blue



Rep 9302 pink

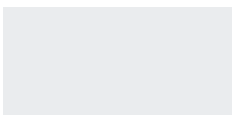


Rep 0007 orange



Rep 0041 green

Wall foiling



010 white



070 black



032 light red



030 dark red



052 light blue



050 dark blue



041 pink



034 orange



062 light green



System Stand GLOW

Additional equipment

Prices excl. VAT

The following additional features can be ordered for the System Stand GLOW:

Additional seating (extra table with three chairs)	€ 369
Additional bar table with three bar stools	€ 435
PC lectern/cabinet	€ 244
Shelf XL	€ 86
Sloping shelf	€ 111
Small sloping shelf	€ 66
Wardrobe bar with four hooks	€ 39

Details and product images at [↗ Furniture and stand equipment.](#)

Please note the order deadlines and cancellation conditions in the [↗ Terms and conditions of participation](#) (III. Terms and Conditions for System Stands CLASSIC, GALLERY, SMART and GLOW, for individualised stand construction within the scope of System Stand DELUXE as well as for additional services "Furniture and stand equipment").



32 sqm corner stand



System Stand GALLERY

Prices

Prices excl. VAT

	Early Bird discount until 12/Jan/2024	Standard
4 sqm row stand	€ 462/sqm	€ 472/sqm
6 sqm or 8 sqm row stand	€ 550/sqm	€ 564/sqm
12 sqm row stand or larger (> 32 sqm depending on availability, plus planning fee)	€ 680/sqm	€ 698/sqm

GALLERY stands are generally 2 m deep, however for 16 and 24 sqm stands a 4 m depth is also possible.

Surcharges for special stand positions

(Basis is the net stand area price.)

Corner or walk-through stand (fronting two aisles)	+ 10 %
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Peninsula stand (fronting three aisles, bookable for stands > 16 sqm)	+ 15 %
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System Stand GALLERY

Basic features

When you book a System Stand GALLERY, you will receive a fully assembled stand with these basic features:

- Carpet (Rips 0905 grey)
- 3 m high back and side walls, finished with woodchip wallpaper and white emulsion paint, nailable, with white skirting board (H=150 mm)
- For larger stands, additional support wall (W=1 m) on back wall after max. 4 m
- Truss with power rail and lighting (quantity of spotlights depending on stand size)
- Socket (1 kW) in the back right-hand of the stand (white cable cover, placed at floor-height)
- Stand sign with company name and business location (two stand signs for 8 sqm stands and larger)
- Digital Presence **BASIC**
- Exhibitor Passes (quantity depending on stand size)

The GALLERY stand walls differ from those of other System Stands, with the result that only certain stand allocations are possible.



8 sqm row stand



16 sqm row stand; furniture, tech media and wall design by exhibitor



System Stand GALLERY

Additional equipment

Prices excl. VAT

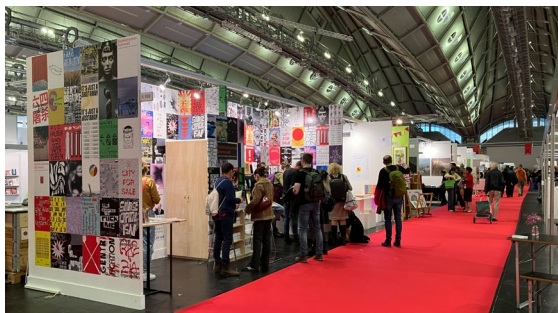
The following additional features can be ordered for the System Stand GALLERY:

Cubicle GALLERY 1 m × 2 m, with door	€ 625
PC lectern/cabinet	€ 244
Counter 1.5 m wide	€ 312
Counter 1.5 m wide, with built-in cupboard	€ 430
Counter 0.75 m wide	€ 244
Counter 0.75 m wide, with built-in cupboard	€ 358
Alternative carpet colour	€ 25/sqm

Details and product images at [↗ Furniture and stand equipment](#).

Please note the order deadlines and cancellation conditions in the [↗ Terms and conditions of participation](#) (III. Terms and Conditions for Additional Services for System Stands CLASSIC, GALLERY, SMART and GLOW, for individualised stand construction within the scope of System Stand DELUXE as well as for additional services "Furniture and stand equipment").

Further matching stand equipment such as shelves, furniture, graphics or spotlights can be ordered from the relevant service contractors, see buchmesse.de/en/service-contractors.





Furniture and stand equipment

Packages "Furniture & Light"

Prices excl. VAT

Additional equipment can be booked via the registration form for exhibitors and co-exhibitors. The products available for your chosen stand model are listed separately there.



Spotlight

**Chair
"Verona"**

**Table
"Venus"**
70 cm x 70 cm

**Waste
bin**

Light XS	2	–	–	–	€ 194
Furniture & Light S recommended for 4 sqm	2	2	1	1	€ 280
Furniture & Light M recommended for 8 sqm	4	3	1	2	€ 452
Furniture & Light L recommended for 12 sqm	6	6	2	2	€ 746
Furniture & Light XL recommended for 16 sqm	8	6	2	2	€ 883
Furniture & Light XXL recommended for 20 sqm	10	9	3	2	€ 1,172



Furniture and stand equipment

Stand equipment & extras

Prices excl. VAT

Cubicle 1 m × 1 m, with door and cabinet unit	€ 1,418
Cubicle 2 m × 2 m, with door	€ 898
Cubicle 2 m × 2 m, without door	€ 500
Fabric wall covering (price/running m)	€ 127
Fabric door covering (on stands with cubicle, per door)	€ 266
Cabinet unit 1 m wide	€ 1,055
PC lectern/cabinet	€ 244
Counter 1.5 m wide	€ 312
Counter 1.5 m wide, with built-in cupboard	€ 430
Counter 0.75 m wide	€ 244
Counter 0.75 m wide, with built-in cupboard	€ 358
Shelf XL	€ 86
Sloping shelf	€ 111
Small sloping shelf	€ 66
Wardrobe bar with four hooks	€ 39
Half-open wall with wall shelf 2 m wide	€ 240
Alternative carpet colour (price/sqm)	€ 25
Seating cushions (purchase items to take away and reuse)	€ 85

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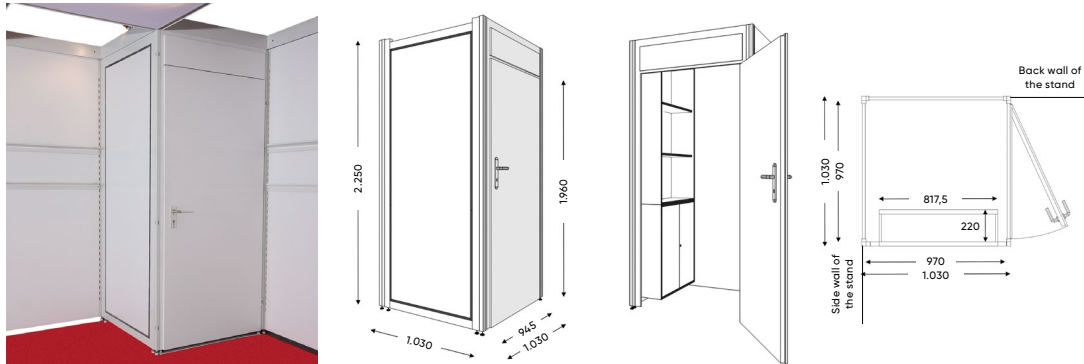


Furniture and stand equipment

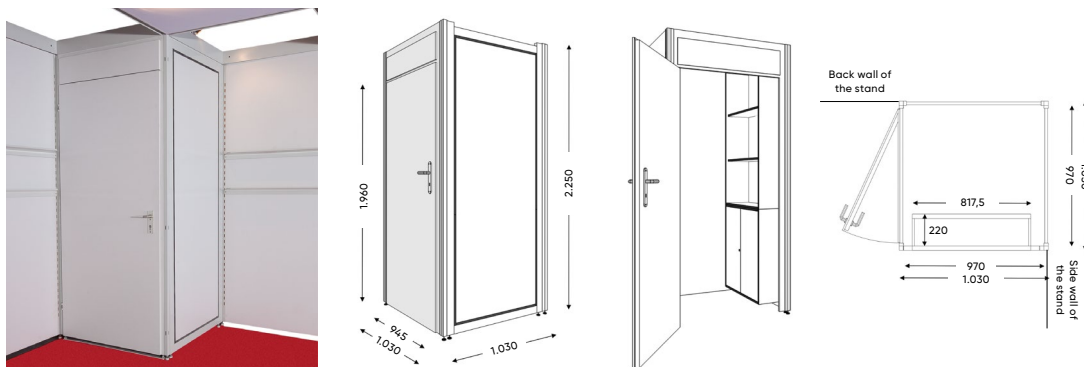
Stand equipment & extras

Prices excl. VAT

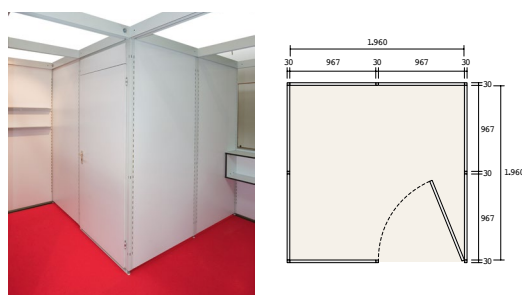
Cubicle 1 m × 1 m, with door and cabinet unit back left, € 1,418



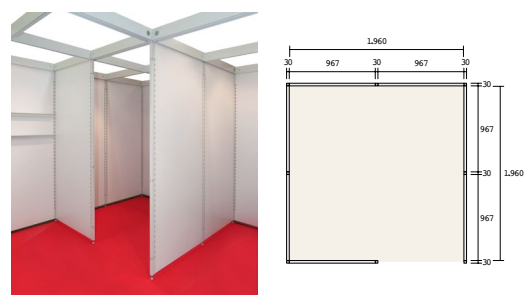
Cubicle 1 m × 1 m, with door and cabinet unit back right, € 1,418



Cubicle 2 m × 2 m, with door, € 898



Cubicle 2 m × 2 m, without door, € 500





Furniture and stand equipment

Stand equipment & extras

Prices excl. VAT

Fabric wall covering

€ 127/running m (fabric covering on cubicle door: € 266/door)



Black
347



Grey
331



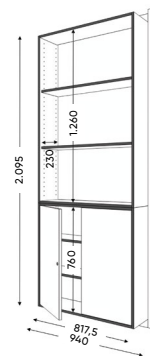
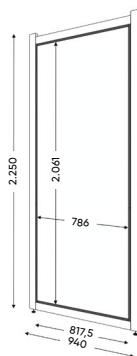
Red
464



Blue
168

The service contractor will deliver a small cutting device to your stand for the textile wall covering. You can use it to cut holes in the wall covering yourself – at the points where you want to hang the book shelves.

Cabinet unit 1 m wide, € 1,055



Large cabinet unit, with four adjustable shelves and lockable lower cupboard; the back wall is fixed within the ceiling frame. The cabinet unit can only be positioned inside the stand.

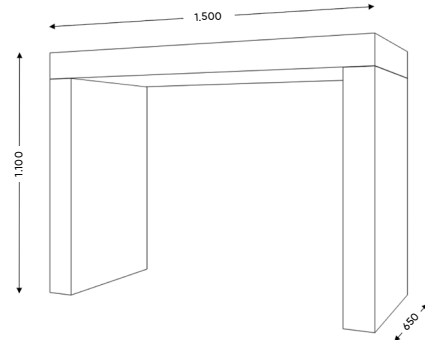


Furniture and stand equipment

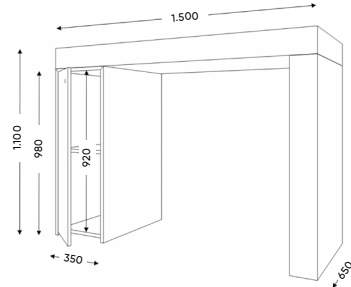
Stand equipment & extras

Prices excl. VAT

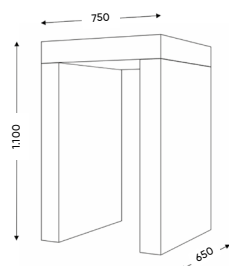
Counter 1.5 m wide, € 312



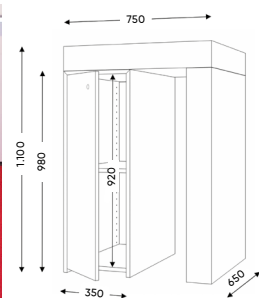
Counter 1.5 m wide, with built-in cupboard, € 430



Counter 0.75 m wide, € 244



Counter 0.75 m wide, built-in cupboard, € 358



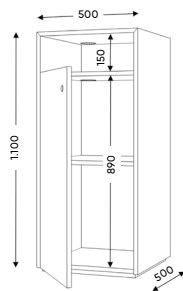


Furniture and stand equipment

Stand equipment & extras

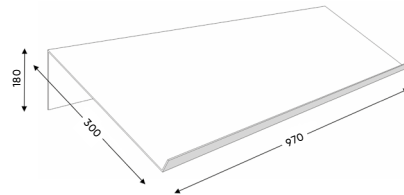
Prices excl. VAT

PC lectern/cabinet, € 244



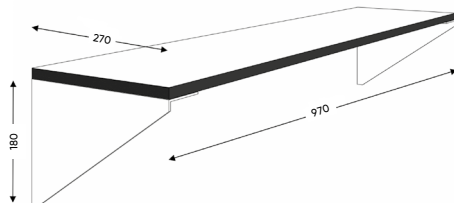
With lockable door, open storage compartment, and cable opening.

Sloping shelf, € 111



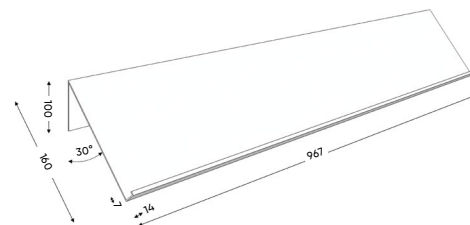
Can be fixed to the system wall, maximum load: 7 kg.

Shelf XL, € 86



Can be fixed to the system wall, maximum load: 55 kg.

Small sloping shelf, € 66



Can be fixed to the system wall, maximum load: 5 kg.

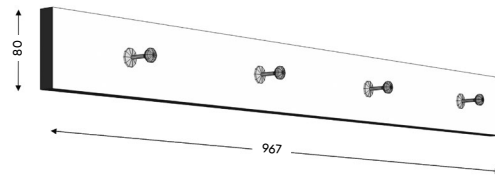


Furniture and stand equipment

Stand equipment & extras

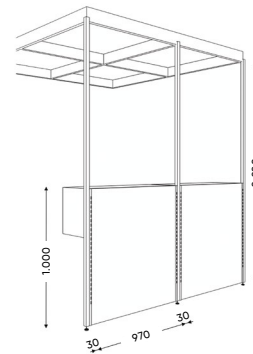
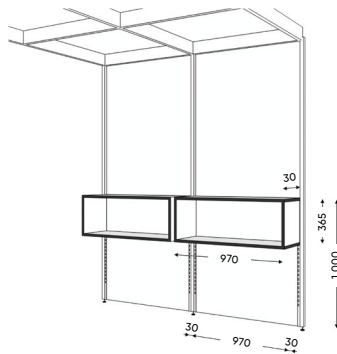
Prices excl. VAT

Wardrobe bar, € 39



Wooden bar with 4 hooks, can be hooked into the fixing rails of the wall panels.

Half-open wall with wall shelf 2 m wide, € 240



The wall shelf must be placed inside the stand, and only one shelf per wall unit. The maximum load per shelf is 12 kg.



Furniture and stand equipment

Stand equipment & extras

Prices excl. VAT

Alternative carpet colours, € 25 /sqm



Rips 0910
Black



Rips 0985
Light Grey



Rips 9662
Red



Rips 0014
Night Blue

The basic stand specifications include grey carpet. As an alternative, you can order the above carpet colours for a fee.

Cushions for bench cabinets, about 0.4 × 0.8 m, € 85 per cushion



Black
347



Grey
331



Red
464



Blue
168

These cushions are merchandise and can be taken away and reused by customers.



8 sqm row stand with "Furniture & Light L", fabric wall covering (grey) and black cushions.



Custom-built Stand

Prices

Prices excl. VAT

Floor space	Early Bird discount until 12/Jan/2024	Standard
8 sqm	€ 420/sqm	€ 432/sqm
12 sqm or larger	€ 540/sqm	€ 557/sqm
12 sqm or larger in the Agora (open-air area at the fair)	€ 648/sqm	€ 668/sqm

Surcharges for special stand positions

(Basis is the net stand area price. Surcharge applied to the first 75 sqm only.)

Corner or walk-through stand (fronting two aisles)	+ 10 %
Peninsula stand (fronting three aisles, bookable for stands > 16 sqm)	+ 15 %
Island stand (fronting four aisles, bookable for stands > 100 sqm)	+ 20 %

The platform for the Exhibitor Directory and the Calendar of Events will be newly developed and expanded to include numerous digital services.

This will allow an optimal presence and ideal networking within the international media industry – before, during, and after the fair.

➤ Digital Presence

When you register as an exhibitor, you will be required to make a contribution to an environmentally friendly fair and to effective communication on all channels. ➤ **Obligatory fees**

Subsidiaries and imprints registered as co-exhibitors receive their own trade fair presence and services. ➤ **Co-exhibitor**



Custom-built Stand

Prices

Prices excl. VAT

For stands with excess height, or if you need more time for set-up or deliveries, the following fees will apply:

Early Access

One day	€ 180
Three days	€ 765

Surcharges for excess height (> 4 m)

(Basis is the net stand area price.)

Stands < 20 sqm	+ 5 %
Stands 21 – 99 sqm	+ 7.5 %
Stands 100 sqm and larger	+ 10 %
Double-tiered stands (per sqm of upper tier)	€ 220





Custom-built Stand

Details

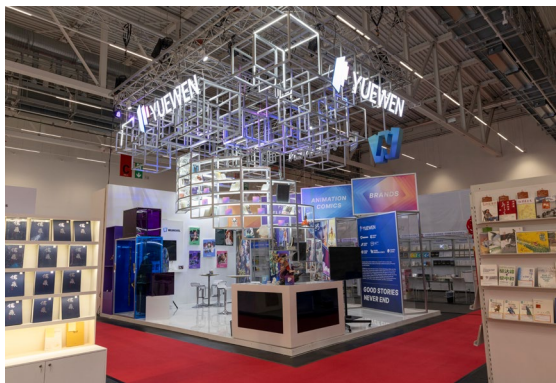
You book floor space only and create a stand according to your ideas and with a stand constructor of your choice. These are your advantages:

- Full control over your fair presence
- Your ideas, your architects and stand builders
- Maximum flexibility for your stand design
- Early access to the exhibition site
(for stands of 40 sqm or larger, and applicable for a fee)
- Digital Presence BASIC
- Exhibitor Passes (quantity depending on stand size)

All Custom-built Stands require approval prior to the fair.

We would therefore ask you to submit detailed and scaled stand plans for approval no later than 1 August 2024; please e-mail to custombuiltstand@buchmesse.de.

In some cases, additional plan checks and approval by Messe Frankfurt may be necessary. Any additional costs resulting from this will be charged to the exhibitor/stand constructor. The **↗ Technical Regulations** apply.





Co-exhibitor

Price and services

Prices excl. VAT

Registration fee per co-exhibitor, incl.

€ 449

➤ Obligatory fees

Registered co-exhibitors receive:

- Digital Presence BASIC
- One Exhibitor Pass
- At System Stands: stand sign with company name and business location

The platform for the Exhibitor Directory and the Calendar of Events will be newly developed and expanded to include numerous digital services. This will allow an optimal presence and ideal networking within the international media industry – before, during, and after the fair.

➤ Digital Presence





Workstation

Prices

Prices excl. VAT

	Early Bird discount until 12/Jan/2024	Standard
Rental price for individual days	€ 1,154	€ 1,190
Rental price for three days	€ 3,395	€ 3,500

The prices for booking a Workstation are package prices and include
➤ **Obligatory fees.**

Additional elements bookable

Graphic wall (H x W: 2 m x 1 m)	€ 605
Shelving unit (H x W: 2 m x 1 m) with four book shelves	€ 183

A maximum of two 1 m wall elements can be booked per Workstation.

Workstations are available in various halls. They can be booked by the day from Wednesday to Friday. As the offer is limited, a maximum of two Workstations can be booked per customer.

If you are interested in booking a Workstation at the weekend, please contact us by e-mail: exhibition@buchmesse.de.





Workstation

Basic features

Booking a Workstation will give you the following services:

- A table, four chairs, bench cabinet, stand sign, coat hook, power socket, Wifi
- Two Exhibitor Passes
- Five trade visitor one-day tickets per day booked
- Digital Presence BASIC
- Staffed information desk

The platform for the Exhibitor Directory and the Calendar of Events will be newly developed and expanded to include numerous digital services. This will allow an optimal presence and ideal networking within the international media industry – before, during, and after the fair.

➤ Digital Presence





Publishers Rights Centre (PRC)

Prices

Prices excl. VAT

	Early Bird discount until 12/Jan/2024	Standard
Registration fee per table	€ 3,395	€ 3,500

The tables can only be booked continuously (Tue-Sun).
The price is a package price and includes the ↗ **Obligatory fees.**

Additional elements bookable

Graphic wall (H x W: 2 m x 1 m)	€ 605
Shelving unit (H x W: 2 m x 1 m) with four book shelves	€ 183

A maximum of one 1 m wall element can be booked per table.





Publishers Rights Centre (PRC)

Basic features

When you book a table in the Publishers Rights Centre (PRC) you will receive the following basic features:

- A table with four chairs, bench cabinet, coat hook, power socket, Wifi
- Stand sign
- Two Exhibitor Passes
- 15 trade visitor one-day tickets
- Digital Presence **BASIC**
- Support staff at the PRC's info desk

The platform for the Exhibitor Directory and the Calendar of Events will be newly developed and expanded to include numerous digital services. This will allow an optimal presence and ideal networking within the international media industry – before, during, and after the fair.

➤ Digital Presence





New: Digital Presence

Services and prices

Prices excl. VAT

The Digital Presence creates an optimal presence for your company and ideal networking opportunities – before, during and after the trade fair.

Service	Gain	PLUS € 950	Pro € 600	Eco € 400	B S7 € 0
Company profile	Visible to all platform users	✓	✓	✓	✓
Events/sessions	Promotion of activities during the fair and beyond: the book industry's Events Calendar	✓	✓	✓	✓
Word of mouth	Endorsement marketing for your company profile, your products, service range, and events	✓	✓	✓	✓
Entry for team members	Introducing your team members plus the option of appointment booking	✓	✓	✓	✓
Number of admins	Administrative authorisation for entry editing	un-limited	15	10	3
Access to views and usage	Overview of interaction with your entries and access to user contact details	✓	✓	✓	✗
Product/programme presentation	Presentation of your range of services, programme highlights, publishing focus, authors, or selected titles (e.g. with videos)	un-limited	25	10	✗
Badge scan	Scan function of your visitors' badges, with data transmission	✓	✓	✓	✗
Video calls	Appointments schedule and video calls with customers, directly via the platform	✓	✓	✗	✗
Upload for marketing materials	Upload for previews, video and audio content, and other materials	un-limited	15	✗	✗
Premium profile	Extended profile design options: background and header image, additional videos	✓	✓	✗	✗
Top of the list	Search results shown as top of the list	✓	✗	✗	✗
Logo in online hall plan	Company logo in online hall plan	✓	✗	✗	✗
Banner (Web & App)	Company logo in online hall plan	✓	✗	✗	✗
Pop-up profile banner	Pop-up banner placement on your profile and product pages	✓	✗	✗	✗



Obligatory fees

Prices and services

Prices excl. VAT

Environmental and energy fee

Covers the following services:

- Environmentally friendly waste disposal
- Basic cleaning on an eco-friendly basis
- Electricity connection (1 kW), incl. consumption (green electricity)
- Hall lighting and air conditioning

Price per sqm

€ 8,50/sqm

Communications fee

Exhibitors enjoy great media presence and reach on the key online and print channels through the following activities of Frankfurter Buchmesse:

- Targeted digital marketing: e-mail, SEO and performance measures, high-performance social media activities, regular newsletters, the Frankfurter Buchmesse App and website.
- Classic advertising: intensive international press activities and media cooperations, advertisement placement, effective presence through posters and other advertising spaces.

For stands up to 8 sqm

€ 169

For stands > 8 sqm

€ 399



Book Fair Year 2024

Your timetable

2023	Beginning of December: Start of registration for #fbm24
January 2024	12/01/2024: End of Early Bird discount 31/01/2024: Official deadline for stand registrations Start of the stand allocation process.
February / March	Start of the stand allocation process Is your stand order complete? Please order additional ➤ Furniture & stand equipment. 31/03/2024: Registration deadline for Publishers Rights Centre (PRC) and Workstations
April	Opening of registration for Collective Exhibitions
May	15/05/2024: Registration deadline for Collective Exhibitions
June	Plan your events, travel arrangements, and accommodation for the fair. Arrange business appointments.
July	Announcement of stand numbers Use the ➤ Digital Presence to showcase your company and pick a suitable upgrade package. Commission service contractors for electrical installations, hostesses, interpreters, catering and other services. Opening of the Ticket Portals: Create your Exhibitor Passes, trade visitor tickets and other admission passes.
August	Custom-built Stands: Submit your stand construction plans for approval by 1 August to custombuiltstand@buchmesse.de . Advertise your events at the fair: Trade and private visitors plan their fair schedules around exhibitors and the programme on offer. Find out about digital networking events in the run-up to the fair. 31/08/2024: Deadline for ordering items from "Furniture and stand equipment"
September	Save some time in your diary: for the conferencing programme and trade events.
October	16 – 20 October 2024: See you in Frankfurt!

Please note our mailings informing you of upcoming deadlines and available products; on fair preparations and services to promote your fair presence beyond October and beyond Frankfurt.