

# Special advertising formats 2019



## Promotional opportunities

Through promotional activities at Frankfurter Buchmesse, you can reach your target audience face-to-face – directly and instantly. Position your promotional team at central locations on the exhibition grounds.



<input type="checkbox"/> Trade visitor days (10.-12.10.2018)	€ 7,200.–
<input type="checkbox"/> Public visitor days (13.-14.10.2018)	€ 5,000.–
<input type="checkbox"/> Entire fair (10.-14.10.2018)	€ 9,000.–

## Megaposter

Put your company in the spotlight at Frankfurter Buchmesse.

/ Incl. production, set-up and dismantling



<input type="checkbox"/> 1200 x 1200 cm (W x H) Hall 4 east	€ 10,750.–
<input type="checkbox"/> 2400 x 928 cm (W x H) Hall 3 north	€ 21,120.–
<input type="checkbox"/> Hall 3 north escalator	€ 12,600.–
<input type="checkbox"/> 1800 x 300 cm (W x H) Hall 3	€ 5,500.–

## Rent space for your own advertisement or presentation

Make your company stand out with these additional advertising and presentation opportunities on the Agora.

- / E.g. inflatables
- / E.g. oversized books
- / E.g. event trucks
- / E.g. promotional buses



<input type="checkbox"/> Prices upon request	
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The quoted prices are subject to value added tax at the applicable official rate. Billing and delivery of services will be carried out exclusively via Frankfurter Buchmesse GmbH. Payments to settle outstanding debts must be made to the service provider.



## Dekora Spezial

Take advantage of the "Dekora Spezial" display cabinet to get extra attention. Free-standing, illuminated display cabinets on Via Mobile.



/ Dimensions: ca. 94 x 178 x 44 cm (W x H x D)

<input type="checkbox"/> Rental	€ 550.-
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## Dekora

These elegant wall display cases in the 1300-metre-long Via Mobile serve as a versatile outpost of your book fair stand. Illuminated display cases in the Via Mobile.



/ Dimensions: ca. 120 x 125 x 30 cm (W x H x D)

<input type="checkbox"/> Rental	€ 440.-
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## Oktavo

The up to 10-metre-tall Oktavo advertising towers offer a high degree of visibility on the exhibition grounds and in the Rebstock parking area and show every guest of the Fair that you are aiming high. Advertising towers on the exhibition grounds and in the Rebstock parking area.



/ Dimensions: 8 m (H), rental includes production on canvas  
/ Dimensions: 10 m (H), rental includes production on canvas

<input type="checkbox"/> 8 m, 3-sided	€ 5,995.-
<input type="checkbox"/> 10 m, 3-sided	€ 7,245.-

## Lumio

The Lumio convex transparency posters will draw the curious eyes of passers-by in the Via Mobile from afar- Transparency poster in the Via Mobile.



/ Transparency dimensions: 1215 X 1255 mm (W x H)

<input type="checkbox"/> Rental	€ 510.-
<input type="checkbox"/> Transparency production	€ 220.-

**Contact:**  
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## Slim Box

Our especially elegant Slim Box is a real head-turner. An illuminated advertising medium on Via Mobile.



/ Dimensions: 120 x 200 x 20 cm (W x H x D), illuminated from within

Rental

€ 1,245.–

Please contact us, we will inform you about the XL Slim Box and XL SLim Box Deluxe.

## Mirror advertisement

Get your message across by advertising on the mirrors in the exhibition hall lavatories.



/ Prices and dimensions vary depending on the hall level.

Price upon request

## Corpus

Three-sided graphic surfaces that are clearly visible from every angle. The three-dimensional advertising medium is available in a variety of formats. Three-sided graphic surfaces, Via Mobile west and east.



/ Dimensions vary depending on the location.

Rental

Starting from € 685.–

## Triangle Tower

Our flexible all-rounder! The Triangle Tower shows you at your best angle – regardless of where you position it. Three-sided advertising tower on the Via Mobile.



/ Dimensions: 60 x 200 cm (W x H), three-sided, illuminated from within  
/ Incl. production

Rental

€ 895.–

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