So you want to go to the Book Fair?

**Trade Visitor Days**
Suitable for authors and self-publishers

**General Public Days**
Suitable for authors and self-publishers

You're an author or self-publisher and want to present your first book at your own stand at the Fair?

Remember: your book is 1 of 300,000!

Make your stand special – stand out!
Colour, shape – everything is possible, just so long as the stand isn't damaged

Organise readings in a forum

Speak to potential partners you want to meet – in advance!

Motivate your customers and readers to make a visit

Distribute flyers at your stand or on the Fair grounds (at an additional cost)

You're looking for a publisher?

Can I speak with a literary agent?

How do I reach out to publishers?
How can I make contacts?

Then come during the Trade Visitor days to market your book.

Leave your manuscript at home!

It's fun and motivates you to get started.

I want to reach new readers!
I want to gain more attention for my book!
I want to make contacts with booksellers!

What are your goals as a participant of the Frankfurter Buchmesse? Do they correspond with the following:

I want to find new partners/cooperation opportunities!
I want to discover new service providers!

We are happy to help you:
Frankfurter Buchmesse Service Center
t: +49 (0) 69 2102-0
servicecenter@book-fair.com

Make your visit worth your while.

I'll be at the Book Fair 2016 as an author!

We offer the platform – you do the marketing

Sell books on Sunday or during events

Activities?
Enter your events, such as a book-signing, in the Events Calendar

Keep an eye on the competition!
Use the Fair to analyse the competition. Who are my competitors, what does their book cover look like, what's the pricing and the marketing...

There are a few things you should consider before the Fair:
You should do this before, as well as during the Fair:

At the Fair be sure to:
The Book Fair is the perfect place for networking.

Use social media channels to draw attention to your Fair participation
Use #fbm16 on Twitter, Instagram, and Facebook

Find new contacts
What better way to present your work than face to face? So why don't you grab your manuscript, a reading sample, your bio and head to Frankfurt?

You will never meet so many agents and publishers in one spot! Admittedly, it sounds like a good idea.

Yet, you won't have much success taking this route. Book fairs are negotiations fairs. Agents and publishers have often made their appointments months in advance and their diaries are booked end-to-end with 30 minute slots.

Neither agents nor editors have time for new authors. They can't look over new work at the Fair and they have no desire to carry 200 new manuscripts home in a suitcase.

That's what office hours, the telephone, mail and email are for.

You can personally meet contacts from your social networks. And if you, as an author, would like to work with agents and publishers, you should familiarise yourself with the publishing landscape.

For example, find out about the most important trends and new releases and, in the genre you are writing, learn about the most relevant books. Plus, you should also get an overview of the publishers that release books like yours. For this, the Frankfurter Buchmesse is ideal.

You can also drink in a little bit of the atmosphere and begin to imagine what it would be like to be a part of the "literary circus".

Keep in mind:
Networking made easy: meet your colleagues at the award ceremony → Virenschleuderpreis and in our → Self-Publishing Area

Networking made easy: you can do a targeted search for publishers, industries and publication subjects in the → Exhibitors Catalogue. Plan your appointments before your visit to the Fair!

Keep in mind:
Find exhibitors and products at the Fair – → Search
Organise your group visit now – → Group visit
Books can only be sold at your stand as part of an → event
Book your advertising options now – → Advertising & PR

Find exhibitors and products at the Fair – → Organise your events

Present yourself within a genre and take advantage of the target groups of the neighbouring publishers
Share your stand with another author – → Prices and registration forms

Find exhibitors and products at the Fair – → Search
Organise your group visit now – → Group visit
Books can only be sold at your stand as part of an → event
Book your advertising options now – → Advertising & PR

Find exhibitors and products at the Fair – → Organise your events

Present yourself within a genre and take advantage of the target groups of the neighbouring publishers
Share your stand with another author – → Prices and registration forms

Find exhibitors and products at the Fair – → Search
Organise your group visit now – → Group visit
Books can only be sold at your stand as part of an → event
Book your advertising options now – → Advertising & PR