

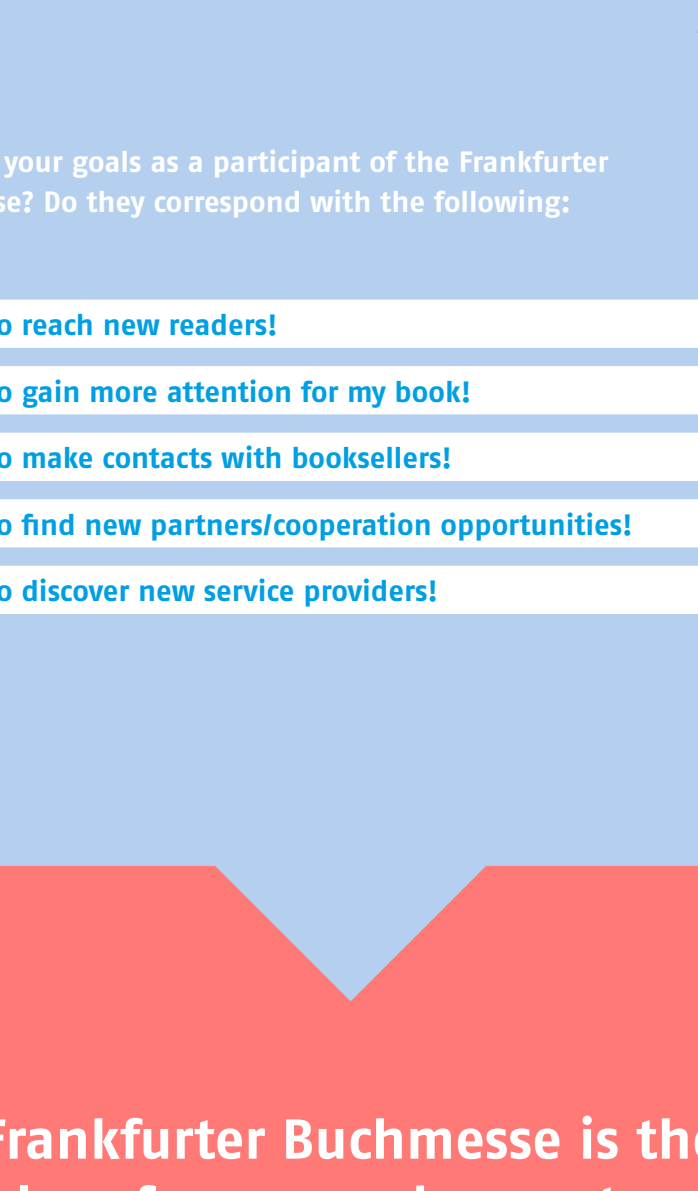
So you want to go to the Book Fair?



General Public Days
Suitable for authors and self-publishers

Trade Visitor 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!

- What are your goals as a participant of the Frankfurter Buchmesse? Do they correspond with the following:
- I want to reach new readers!
 - I want to gain more attention for my book!
 - I want to make contacts with booksellers!
 - I want to find new partners/cooperation opportunities!
 - I want to discover new service providers!



Then Frankfurter Buchmesse is the right place for you and your stand



Keep in mind:

- There are a few things you should consider before the Fair:**
- Share your stand with another author – [→ Prices and registration forms](#)

Present yourself within a genre and take advantage of the target groups of the neighbouring publishers
 - Make your stand special – stand out! Colour, shape – everything is possible, just so long as the stand isn't damaged
 - Find exhibitors and products at the Fair – [→ Organise your events](#)

Organise readings in a forum
 - Find exhibitors and products at the Fair – [→ Search](#)

Speak to potential partners you want to meet – in advance!
 - Networking made easy: meet your colleagues at the award ceremony [→ Virenschleudernreis](#) and in our [→ Self-Publishing Area](#)

We offer the platform – you do the marketing
 - Organise your group visit now – [→ Group visit](#)

Motivate your customers and readers to make a visit
 - Books can only be sold at your stand as part of an [→ event](#)

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

You should do this before, as well as during the Fair:

- Use #fbm16 on Twitter, Instagram, and Facebook

Use social media channels to draw attention to your Fair participation
- Book your advertising options now – [→ Advertising & PR](#)

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

Keep an eye on the competition!
- Sell books on Sunday or during events
- 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!

Find new contacts

We are happy to help you:

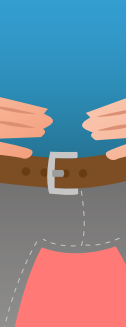
Frankfurter Buchmesse
Service Center
t: +49 (0) 69 282-0
servicecenter@book-fair.com

You're looking for a publisher?



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

Keep in mind:



Make your visit worth your while.

Leave your manuscript at home!

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?

and publishers have often made their appointments months in advance and their diaries are booked end-to-end with 30 minute slots.

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

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.

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.

For example, find out about the most important trends and new releases and, in the genre

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".

It's fun and motivates you to get started.

