

6-10 October 2010

FRANKFURTER BUCHMESSE

GUEST OF HONOUR >ARGENTINA<



Newcomer- Package

The first step is easy –
and above all, affordable!

Planning to exhibit for the first time
at the Frankfurt Book Fair 2010?
Sign up for the affordable Newcomer
Package. You save 11 per cent!

For only 3,350 euros, you get a fully
fitted 8 sqm stand and a wide range
of additional services to help prepare
and publicise your attendance for the
maximum impact.



Included in our Newcomer Package:

| | |
|---|---|
|  | 8 sqm row stand € 2,768.- Incl. use of the system stand module (see information in Registration Set), carpet, stand nameplate, three exhibitor passes |
|  | Environment and energy surcharge € 80.- Making it a greener Fair: environmentally friendly waste disposal, electricity (1 kW), electricity consumption (eco-supply), air conditioning, eco-friendly basic cleaning services |
|  | Cataloguing fee € 104.- A company entry in the print Catalogue and online in the Frankfurt Catalogue, any number of online entries in the Frankfurt Who's Who and the Frankfurt Rights Catalogue, all-year access to online directories at www.book-fair.com for all registered employees, a print copy of the Catalogue |
|  | Furniture Set 2 € 264.- (Three chairs, one stool, one table, four wide-angle spotlights, one wastepaper basket) |
|  | Attendance at First-Timer Seminar € 60.- Insight into rights and licence trade, valuable tips on how to make the most of being at the Book Fair. Including follow-on tour of the Fair. Seminar is held the day before the Fair opens. |
|  | Four trade visitor one-day tickets € 112.- To send to your clients |
|  | Press Service Book Fair Combi Package € 375.- Traditional press box: you supply us with your press material – we ensure your press box is marked with your company name and is always fully supplied. Electronic Press Service (1 August-31 October 2010): send your press releases online to all the accredited journalists who are interested in your subject areas! Your press releases are also displayed at www.book-fair.com |
| | Standard price total: € 3,763.- |
|  | Our price for you: € 3,350.- |

You save € 413.-
(-11% on the standard price!)

Also included with the Newcomer Package:

After registration:

Manual for newcomers to the Frankfurt Book Fair 2010

Shortly before the Book Fair:

Invitation to the opening ceremony of the Frankfurt Book Fair

At the Book Fair:

Welcome pack with information on the programme of events

The offer is only available to companies which have not taken part at the Frankfurt Book Fair as either an exhibitor or a co-exhibitor for at least three years.

Simply complete the enclosed registration form for the Frankfurt Book Fair 2010 and ...

... off you go:

1. On page ❶ Registration **Participation**, tick the Newcomer Package option.
2. You do not need to answer Points ❷ to ❹ on page ❶ (lower section) and page ❷.
3. Please answer the questions on catalogue entry on page ❸ Registration **Catalogue Entry** and sign the form on this page.
4. On the Registration **Keyword Listing** (page ❺), enter the keywords, business and products that apply to your company.
5. Send us your signed registration as soon as possible to make sure of your Newcomer Package.



Example of an 8 sqm system stand module with Furniture

Exhibitor Services – Your Contact Person

Subject-based groups

Group 200

RELIGION

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Group 300

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Group 400

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Group 600

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