



12-16 October 2011

**FRANKFURTER
BUCHMESSE**

Rethink. Renew.

HOW CAN I MAKE MY VISIT A SUCCESS?

Information for the
Frankfurt Book Fair 2011.

Guest of Honour Iceland

RETHINK. RENEW. THE THRILL OF NEW OPPORTUNITIES

Reading new things; hearing new things; experiencing, developing and discovering innovations; planning, discussing, writing and learning about new technologies, ideas and media; forming new contacts, business models and trends:

If there's one thing that immediately transfixes visitors to the Frankfurt Book Fair, it is the overwhelming fascination of all that's new, and of the countless new opportunities the Fair presents them with.

Immerse yourself in this powerhouse of the new and become a part of it. Collective processes of rethinking can create a wealth of potential for your business. Be inspired by the lively cultural life of our Guest of Honour Iceland. Use Frankfurt SPARKS to discover ways of accessing completely new target groups through digital technologies. Help to shape the future of our industry.

We look forward to seeing you at the Frankfurt Book Fair from 12 to 16 October 2011.

Your Frankfurt Book Fair Team

THERE ARE MANY GOOD REASONS TO TAKE PART IN THE FRANKFURT BOOK FAIR

The Frankfurt Book Fair is the most important marketplace worldwide for books, media, rights and licences. More than 7,500 exhibitors from 111 countries, almost 280,000 visitors and trade visitors, and over 10,000 journalists meet here to present and evaluate books, magazines, digital content and other products. In short: the full spectrum of the publishing and books industry meets up in Frankfurt in October, along with all its related service providers.

- / You meet the whole industry in one place
- / You create opportunities in new business areas
- / You discover new trends
- / You learn all about new products and techniques that promote the success of your daily business activities
- / You can partake in professional training provided by the Frankfurt Academy
- / You get a great deal for your money

Make contacts, widen your connections, build bridges into the future, and discover new and interesting things about the world's most important markets, about new media and about the vibrant art scene of the Guest of Honour, Iceland.

You can get no closer to the pulse of the industry than at the Frankfurt Book Fair.



CENTRES, FORUMS AND A SMALL SAMPLE OF THE FOCAL TOPICS PLANNED FOR THE FRANKFURT BOOK FAIR 2011

As the world's largest trade fair for the book and media industry, the Frankfurt Book Fair is the essential point of reference for very many of those involved in the market, from booksellers, librarians, illustrators, translators and editors, to rights and licence managers, agents, publishers and printers, as well as film producers, games developers and other trendsetters. The list of professional groups is long. To help you find the right address for your particular interests while at the Frankfurt Book Fair, here we present this year's centres, forums and thematic focal areas. There is also an overview of the Frankfurt Hot Spots and Frankfurt StoryDrive – services provided as part of the Frankfurt SPARKS new initiative.

The centres

The Frankfurt Book Fair offers a number of working areas catering for the needs of specific interest groups. Numerous events are held in these centres, which are also good places for informal exchanges.

- / Booksellers Centre, powered by buch aktuell, Hall 4.0
- / Comics Centre, Hall 3.0
- / Film & Media Rights Centre, Open Space, Levels 0/1
- / International Library Centre ILC, Hall 4.2
- / Literary Agents & Scouts Centre LitAg, Hall 6.0 (please note: entry only by appointment)
- / "Weltempfang" – Centre for Politics, Literature and Translation, Hall 5.0
- / Centre for Business & Specialist Media, Hall 4.2
- / Illustrators Corner

(Status: July 2011)

The forums

At the Book Fair forums, you can attend lectures, award ceremonies and authors' readings; you can also participate in stimulating discussion events or get information about new products and services. Keep up with the trends in the book and media market, and join in the conversation!

The Book Fair forums at a glance:

- / FOCUS Forum Audiobooks & Fiction, Hall 4.1
- / Forum Education, Hall 4.2
- / Forum Dialog, Hall 5.1
- / Forum Children's Books, Hall 3.0
- / Forum Production in Publishing, Hall 4.0

From spring 2011 onwards, more information will be available on our website:

www.book-fair.com/forums

(Status: July 2011)

Guest of Honour 2011: Iceland

In 2011, Iceland will present itself as the Frankfurt Book Fair's Guest of Honour. The first Nordic country to be Guest of Honour, this small island with big stories will be showcasing its literature and culture in Frankfurt under the slogan "Fabulous Iceland". With 318,000 inhabitants and an average of eight book purchases per head each year, Iceland counts as one of the most enthusiastic reading countries in the world. The Icelandic sagas of the 13th and 14th centuries are still popular even today. The settings for these stories now form some of the country's main tourist attractions. In the person of Halldór Laxness, the Icelanders can also boast a Nobel laureate in literature (1955). Today, Iceland is particularly well known for its internationally popular crime fiction, above all the works of the bestselling author Arnaldur Indriðason. A translation funding programme will open the way for the reading public to glimpse the full range of Icelandic literature. About 177 new titles are to be released in the course of this Guest of Honour year, 2011. The varied cultural programme to be staged by the museums of Frankfurt is also an exciting prospect. Iceland is well known for its effervescent art scene as well as its hot springs. At the Frankfurt Book Fair, you will find Iceland's cultural exhibition on Level 1 of the Forum, while the country's publishers will be located in Hall 6.0.

www.book-fair.com/guest-of-honour



Gourmet Gallery – business networking and enjoyment

Hall 3.1: For the third time, the Frankfurt Book Fair devotes a special exhibition area to the world of food, drink, decoration and pleasure. The Gourmet Gallery invites you to be inspired, to discover new ways of expanding your book list and to forge new partnerships, while also learning about the latest arrivals and new trends. Look forward to:

- / Over 800 square metres of exhibition space dedicated to publishers, wine merchants as well as other suppliers of culinary products, decorative accessories and delicacies.
- / A variety of tables, each decorated in a unique theme – Christmas, baking, etc.
- / Interesting talks and interviews on a variety of topics, or cooking shows with well-known names as well as promising newcomers.
- / Special interest events about marketing possibilities for cookbooks as well as these two events:

A Look at the Gourmet Gallery:

A tour on Wednesday, 12 October 2011 for an up close and personal introduction to all the exhibitors and their products.

"Book meets Blog":

On Friday, 14 October 2011, the Frankfurt Book Fair invites you to a special discussion with a culinary flair. Starting at 5.30 p.m., inspired by the gallery's easy-going vibe, we will indulge in blogs, apps, social media and lots of tasty treats!

Find the entire programme of events on our website:

http://www.buchmesse.de/en/fbf/topics/eating_enjoyment/

Musical notes and books The area for music publishers at the Frankfurt Book Fair

For the second year in succession, publishers of sheet music and music supplies will present their new releases and publishing catalogues here in Hall 3.1. Perhaps there's a new collaboration waiting for your business – in the field of multimedia products, for instance, or for crossmedial marketing approaches? Or do you want to expand your assortment because there's a music school close to your bookshop? Just drop in and discuss your ideas with the music industry experts.

Fascination Comics The full range of an enthralling art form

The Comics Centre in Hall 3.0 is the meeting place for all fans of colourful pictures and scintillating stories. Keep abreast of recent releases and what will make a meaningful purchase; meet your favourite artists in interviews and at the ever-popular book signings.

Education for the Future In Hall 4.2 at the Frankfurt Book Fair

“Education for the Future” has been a key focus of the Frankfurt Book Fair since 2006. In the education area, international exhibitors show off innovative developments in the education market. Educational publishers and organisations present themselves at the Education Collective Stand and in the Educational Publishing Pavilion. Informative events and podium discussions are hosted in the Forum Education and the Hot Spot Education. On 14 and 15 October 2011, teachers and educationalists will be learners themselves in the education conference „Learning Gets Moving!“ The key focus Education for the



Future also includes the Frankfurt Book Fair Literacy Campaign (LitCam), which supports education projects and conferences, and which in 2010 became a non-profit organisation in its own right. At the Book Fair, the organisation will be presenting itself at the LitCam live! venue with a daily programme of events examining literacy, basic education and media education. In the run-up to the Book Fair, the LitCam Conference on “Literacy and Sustainable Economic Growth” will bring together international stakeholders to discuss the importance of education for sustainable growth (in German only).

Centre for Business & Specialist Media

The Centre for Business & Specialist Media can be found in Hall 4.2, in the immediate vicinity of many German and international specialist and academic publishers, as well as the education area and the service providers for the e-publishing field. As the marketplace for specialised information, and as the meeting point for the B2B segment, the centre provides the ideal context for the exhibition of printed and online trade journals. Visitors can obtain expert advice and browse through the magazines at the stand, and they can apply for trial issues of more than 100 different trade journals. The online platform of the German Zeitschriften-Informationen-Service (magazine information service) is also available at the stand for research purposes. For the first time, the centre is being expanded to include collective stands for business and specialist media.

Forum Business and Specialist Media

This year, the Forum Business and Specialist Media will morph into one of the two big SPARKS Stages. As a result, there will be a distinct digital focus, reflecting the pioneering role which STM, Academic

Publishing and Specialist Information have played in digitisation.

The “Library in the Foyer” is moving

The magazines BIT online and Fachbuchjournal will again be partners of the Frankfurt Book Fair in 2011. During the trade visitor days, the vigorous debate about the future of libraries and information will continue. The discussion forum known under the name B.I.T.-Sofa can be found this year in Hall 4.2 on the Hot Spots Professional & Scientific Information Stage near the ILC.



The International Library Centre (ILC)

The ILC is in Hall 4.2 – the location for specialist information, academic books and education – where it has become established as the working area for librarians, publishers and information specialists. More and more agencies are making this their fixed workplace at the exhibition site. The future ILC, now with an integrated Business Lounge, will be even better able to serve as a working centre. Get away from all the hustle and bustle of the Fair to take stock or find a spot in the cosy café for a quick chat with a business partner.



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BOOKSELLERS AT THE FRANKFURT BOOK FAIR

After publishing professionals, booksellers form the second largest contingent of trade visitors to the Frankfurt Book Fair. They know it is well worth attending even when there's so much going on back at the shop. The Fair is the setting for a broad range of conversations with publishers and publishers' representatives, with book wholesalers and service providers, and with authors and colleagues. New trends, rarities, nonbook items, special editions, literature from the Guest of Honour Iceland... there is a lot to discover.

What does the Frankfurt Book Fair provide for booksellers?

Free offers exclusively for booksellers

- / Every member bookshop in the Börsenverein des Deutschen Buchhandels receives **two free tickets***
- / Bookshops outside Germany are entitled to **free tickets** if they are members of the European or International Booksellers Federations (EBF/IBF)
- / **Trainees** are also entitled to one free ticket*
- / Starting in the summer, the Frankfurt Book Fair's **promotional materials** for bookshops can be ordered free of charge from our webshop if you quote your customer number (only available in German)
- / **Promotional material for the Guest of Honour** can also be obtained for free through the webshop from summer onward (only available in German)
- / As in previous years, we will be running our **competition again to find the most attractive shop window decoration** on the theme of the Guest of Honour, "Fabulous Iceland". Prizes include a trip to

Iceland, an Iceland evening to be staged in the winning bookshop, and many other Icelandic surprises

- / In preparation for the Guest of Honour appearance, the Frankfurt Book Fair is providing a **list of new German-language publications on Iceland**, which can be downloaded from the website

Services at the Fair

- / A large **work centre** is available for booksellers, which includes a permanently staffed information desk, free luggage lockers and a cafeteria that provides refreshments and snacks at a modest price
- / Here, for your business discussions, you can hire **tables with waiter service** included
- / Both the Frankfurt Academy and the Börsenverein des Deutschen Buchhandels offer training courses targeted specifically at booksellers
- / At the Booksellers Centre, booksellers can obtain a free copy of the Frankfurt Book Fair **Catalogue**, including a pocket guide
- / The Frankfurt Book Fair can help booksellers organise **group trips** at the weekend. Tickets at a reduced group rate can be ordered on commission. They will be delivered together with the Frankfurt Book Fair CD and additional information material

*Only for member bookshops of the Börsenverein des Deutschen Buchhandels in Germany, Austria and Switzerland

The Booksellers Centre is powered by buch aktuell



NEW: FRANKFURT ACADEMY

Use your visit to the Book Fair to learn about the most important innovations in publishing and to network with experts from around the world. The Frankfurt Academy offers you the opportunity to attend conferences throughout the entire week of the Book Fair.

Together with the Publishers and Booksellers Association and mediacampus Frankfurt we have put together a professional programme called "Best Practice | New Ideas" with over 15 seminars and workshops.

The Frankfurt Academy will start its programme at the Frankfurt Book Fair 2011 on Monday, 10 October.

The International Rights Directors Meeting

Along with the rest of the book trade and media industry, increasing digitisation has brought dramatic changes to the rights market. Worldwide platforms offering digital content and crossmedia sales have grown in importance, complicating the work of rights and licensing managers even more. Experts will present the latest topics from the rights and licensing world at "RDM". Participants receive a basic update on the current state of the industry, as well as new inspirations for licensing practices.

Bärbel Becker, rightsmeeting@book-fair.com
www.book-fair.com/rights-meeting
Tuesday, 11 October 2011

Tools of Change for Publishing Frankfurt

Every year the world of publishing turns just a little bit faster. TOC Frankfurt introduces ideas and technologies that make it easier for your company to keep pace with change. This innovation conference brings together 500 professionals from over 30 countries to discuss "Data, Design, Development, Discovery". TOC is organised by the Frankfurt Academy together with O'Reilly. This year's programme highlights include: price models, mobile publishing, customer loyalty, and collaborative models.

TOC Social Media Workshop

Social networks and channels are rapidly gaining influence. In this half-day workshop, experts on social media from around the world and leading personalities from the publishing industry will present case studies and success stories, for example, how social media can be profitably integrated into a marketing and PR strategy.

Isabel Schmittknecht
schmittknecht@book-fair.com
www.book-fair.com/toc
www.book-fair.com/socialmedia
Tuesday, 11 October 2011 and Thursday, 13 October 2011

"Publishers Launch" – E-Books Around the World

In the last several years, large U.S. companies like Apple, Overdrive or Google have created new distribution structures for electronic books that make it possible to

reach people in the farthest corners of the world. "Global" is the new sales tactic - in particular English-language e-books are expanding into all markets. The conference, straight from the publishing metropolis New York, focuses on strategies for international trade, infrastructure and e-book strategies.

"Publishers Launch" – Children's Publishing Goes Digital

This half-day conference showcases successful models from the international children's book market in the era of apps and tablets. International experts discuss strategies for the digital children's book market as well as the development and marketing of electronic products.

Irina Kessler, kessler@book-fair.com
www.book-fair.com/launch
www.book-fair.com/launch-child
Monday, 10 October 2011 and Tuesday, 11 October 2011

Frankfurt StoryDrive

Whether for the publishing, film, games, music or technology trade - under the motto "Storytelling & Storyselling" Frankfurt StoryDrive passes on the necessary know-how and tools to successfully do business across industry borders. New: The StoryDrive Business Centre is the world's first official marketplace dedicated specifically to crossmedia and transmedia rights and partnerships.

Britta Friedrich, friedrich@book-fair.com
www.storydrivefrankfurt.com
Wednesday, 12 October and Thursday, 13 October 2011

Education Conference – "Learning Gets Moving!"

The Education Conference is targeted at teachers, educators and life-long learners. In the conference rooms of Hall 4.2, it's all about "Learning Gets Moving!" In discussions, lectures and workshops, find out how movement affects learning and how it can be integrated into the daily curriculum of schools and kindergartens.

Antonia Stock, a.stock@book-fair.com
www.buchmesse.de/education
Friday, 14 October and Saturday, 15 October 2011

Best Practice – New Ideas

Professional Programme at the Frankfurt Book Fair

The demand for qualified continuing education is huge. Last year 1,600 participants attended around 15 events in the Professional Programme "Best Practice|New Ideas". This year, we are offering even more short seminars, discussions and lectures. Attendees can look forward to internationally renowned experts speaking about the latest developments. Some core subjects to be covered are rights and licensing, digitisation and international markets of the future. Compact seminars for newcomers and for the experienced will reach out both to trade visitors and exhibitors.

Iris Klose, klose@book-fair.com
www.buchmesse.de/professional_programme

These seminars and panels were created in cooperation with the mediacampus Frankfurt | Schools of the German Book Trade.



All Access Ticket – the Best Deal in Town!

Would you like to decide which sessions and events are the most interesting and important to you from amongst all of the conferences on offer? Would you like unlimited access to our Business Centres and VIP Lounges and to garner all the advantages from our networking opportunities? Would you like to receive complete documentation and all conference materials?

Learn more about the All Access Ticket from Holger Volland, volland@book-fair.com
www.book-fair.com/allaccess

In addition, take one of the many themed tours of the Book Fair to get an overview of exhibitors whose areas of expertise interest you.



CONNECT TO CONTENT!

Frankfurt SPARKS – the Digital Initiative of Frankfurt Book Fair

Content can't be categorised - a book can be an e-book, a film, a game and a community. To promote business with content that no longer fits between two book covers, the Frankfurt Book Fair 2010 launched the initiative Frankfurt SPARKS. With innovative exhibition formats, programmes and projects, Frankfurt SPARKS brings together business partners from the technology world and media sectors, opening up new paths for content exploitation. Frankfurt Hot Spots and Frankfurt StoryDrive are two projects started under the SPARKS umbrella in 2010, both continuing this year to provide ideal platforms for crossing borders, forging new partnerships, and launching new business opportunities.

Frankfurt StoryDrive – Where Content Knows No Limits

Frankfurt StoryDrive is a unique combination of conference and marketplace. The first organised platform for the whole media and entertainment world, StoryDrive provides a meeting point for representatives from the publishing, film, games and music sectors, as well as technology and marketing experts.

The focus of StoryDrive 2011, "Storytelling & Storyselling", revolves around new forms of narration and the latest trends in the media and entertainment industries; it will also zero in on crossmedia rights and co-production business opportunities.



In addition to panels and keynote speakers, the two-day conference programme includes selected case studies and master classes. The intensive training programmes impart the necessary know-how and tools to successfully pursue crossmedia and transmedia business.

This year, the StoryDrive Business Centre opens, the first organised marketplace for crossmedia and transmedia rights and collaborative business. Targeted networking and matchmaking services assist participants in initiating business deals that cross traditional industry boundaries.

Frankfurt StoryDrive will take place 12-16 October 2011 at the Frankfurt Book Fair. Drive Your Future:
www.storydrivefrankfurt.com

Frankfurt Hot Spots – Where Content Meets Technology

Frankfurt Hot Spots are windows into innovation. They combine exhibition space with stages for presentations, granting both exhibitors and visitors a look behind the scenes of the digital content business. Once again in 2011, six Hot Spots with a targeted focus will provide meeting places for providers of content and technology. The Hot Spots are located throughout the Fair and are supplemented by two SPARKS stages (Halls 8 and 4.2) for exclusive professional events on new technologies and innovations.

Spot Your Business:
www.hotspotfrankfurt.com

6 TRENDS, 6 HOT SPOTS:

Hot Spot Digital Relations, Hall 6.1 Be in touch, be in business

The Hot Spot Digital Relations focuses on new avenues to customer loyalty, whether through social media, viral marketing, crowd sourcing or CRM.

Hot Spot Education, Hall 4.2 Leveraging the business of learning

The Hot Spot Education brings together providers and visitors from a variety of branches, like innovative educational materials, serious games and learning games, digital whiteboards, educational software as well as e-learning models.

Hot Spot Kids & Comics, Hall 3.0 Capturing the imagination

At the Hot Spot Kids & Comics, the focus is on attracting the most demanding and dynamic target groups – children and teens ages 0-16, but also adults who are young at heart.

Hot Spot Mobile & Devices, Hall 8 Content on the go

The Hot Spot Mobile & Devices presents a whole array of possibilities for doing business with mobile technology – from tablets, e-readers and apps to network providers and licensors from the content industry.

Hot Spot Professional & Scientific Information, Hall 4.2 Information management for specialists

Exchanging knowledge and developing solutions – core tactics when it comes to the management of professional data and scientific content. And these are exactly the areas covered at the Hot Spot Professional & Scientific Information.

Hot Spot Publishing Services, Hall 4.0 Fresh services, new products

From “A” for assets management to “Z” for zero warehousing, at the Hot Spot Publishing Services, providers from the print and digital sectors meet to present and collaborate on forward-thinking and customised solutions for the production and distribution of content.



A FEW TIPS TO HELP YOU PREPARE YOUR VISIT

To make the most of your time at the Frankfurt Book Fair, we recommend you do plenty of advance preparation. Here are a few points to bear in mind when planning your visit:

- ✓ Arrange appointments with important counterparts well in advance (at least three months before the Fair is advisable). On our website www.book-fair.com, we offer the ideal tools for preparing your appointments. These include the Who's Who, the Frankfurt Catalogue and "My Searches" at My Book Fair
- ✓ When making appointments, be sure to check how much time your counterpart has. Then discuss the important issues as quickly as possible, because there's often no more than 15 or 30 minutes available
- ✓ Save time and money by ordering your tickets in advance. Find out about training seminars, lectures and other events and register to take part. You'll find the latest information about these events on www.book-fair.com. Using our online Calendar of Events at www.book-fair.com/calendar, you can view the entire programme of the Frankfurt Book Fair and see what publishers and institutions are involved
- ✓ At www.book-fair.com, the Frankfurt Book Fair maintains the largest online database for the industry. You can search in this for business partners and interesting companies, or for rights and licences
- ✓ Be sure to arrange the details of your trip well in advance (travel, accommodation, how to be contacted while in Frankfurt). Remember, there are more than 4,000 private rooms available in Frankfurt at reasonable prices. For details, check our website.

- ✓ From early in 2011, besides the full current programme of events, our website will provide you with a lot of additional helpful information on the Frankfurt Book Fair 2011. Prior to the Fair you can already use our online Catalogue to find the stand numbers of the publishers and service providers who are exhibiting. This will help you plan an ideal tour through the Fair. Just log on to our website!
- ✓ There is a special contact point for trade visitors at the Info-Point in the foyer of Hall 4.1 where we will be happy to answer all your questions and help you organise your visit to the Fair. This is also the meeting point for many of the events of the Frankfurt Academy
- ✓ Four to eight weeks after the Frankfurt Book Fair, you should assess what has become of the agreements you made at the Fair. Make a note of the things you'd like to do differently at the next Fair

Visa

Visitors from many countries require a visa to enter Germany. A list of all countries currently subject to visa requirements, as well as those that are not, can be found here: www.book-fair.com/visa

Starting in May 2011, our service team will be glad to assist you with letters of invitation. **E-mail:** visa@book-fair.com



PRACTICAL INFORMATION

Opening hours

Wednesday, 12 October to Saturday, 15 October 2011: 9 a.m. to 6.30 p.m.
Sunday, 16 October 2011: 9 a.m. to 5.30 p.m.

Accommodation

Use our online service to find a place to stay, or apply directly to our partner company, Tourismus + Congress GmbH. They can help you choose and reserve hotel rooms or inexpensive private rooms in and around Frankfurt.

Contact and information:
Tourismus + Congress GmbH
Phone: +49 (0) 69 212-30808
Fax: +49 (0) 69 212-40512
E-mail: info@infofrankfurt.de
www.frankfurt-tourismus.de

Travel to the Fair

At www.book-fair.com, you can find details of how to get to the exhibition site, a route planner and links to public transport timetables.

Arriving by air: From Frankfurt Airport (FRA), take the S-Bahn lines S8 or S9 in the direction of Hanau. These trains leave from the station at Terminal 1. After a short ride of about 10 minutes, leave the train at Frankfurt Hauptbahnhof (central station). Alternatively you can take the airport shuttle bus directly to the exhibition site. The shuttle leaves from bus stop no. 21 at the arrivals level of Terminal 1, and also stops at Terminal 2 (Exit E). It drops passengers at the Galleria and Hall 3 East entrances to the Fair. Bus fare: 6 euros for adults and 3 euros for children. Shuttle timetable for 12 to 16 October: 8 a.m. to 12.00 noon, leaves every 30 minutes;

12 noon to 3 p.m., leaves every 60 minutes; 3 p.m. to 7 p.m., leaves every 30 minutes. If arriving at Frankfurt Hahn Airport, an airport shuttle takes you to the Hauptbahnhof in a journey of approximately 1 hour 45 minutes.

Arriving by train (Hauptbahnhof):

It is easy to reach the exhibition site from the Hauptbahnhof, using the S-Bahn and U-Bahn lines, or the tram:

S-Bahn: Take S3, S4, S5 or S6 trains to the station "Messe", which is two stops from the Hauptbahnhof, with access to the Torhaus entrance.

U-Bahn: Take the U4 line to the station "Festhalle/Messe" - one stop from the Hauptbahnhof, with access to the City entrance.

Tram: Take tram lines 16 or 17 to the station "Festhalle/Messe" for access to the City entrance (approx. 5 minute ride). Additional information on public transport is available online at www.rmv.de or using the RMV service hotline: 01801 7684636 (3.9 ct./min. using a landline).

On foot: You can walk from the Hauptbahnhof to the Fair in around 10 minutes.

Arriving by car: The direct route to the Fair is on the A5 motorway to the junction "Westkreuz Frankfurt". From there, you follow the signs to "Messe Frankfurt" or simply "Messe", which lead to the Rebstock area where there is parking for 15,000 cars near the motorway. There is a free shuttle bus to take you from here to the Galleria entrance of the Fair. At the exhibition site there are free busses to help you move around.

TICKET PRICES IN 2011



In 2011, the following prices apply on the trade visitor days (12 to 16 October):

Type of ticket	Advance sale	Ticket office
Trade visitor one-day ticket	€ 30,-	€ 40,-
Trade visitor five-day ticket	€ 60,-	€ 80,-
Trade visitor one-day ticket, reduced* (no advance sales as verification needed)	€ 22,-	€ 22,-
Bookseller one-day ticket	€ 30,-	€ 30,-
Bookseller five-day ticket	€ 60,-	€ 60,-
Librarian one-day ticket	€ 30,-	€ 30,-
Librarian five-day ticket	€ 60,-	€ 60,-

All prices are binding and inclusive of Value Added Tax at the applicable official rate.

(*students and trainees)

Book early online

Take advantage of lower ticket prices for advance sales by ordering your trade visitor ticket online. You can print it at your convenience from your own computer.

New! If you don't have access to a printer, just have your ticket sent to your mobile phone.

Catalogue

On the Internet at www.book-fair.com, you have round-the-clock access to the essential details of all the contact persons in the industry. A printed version of the Catalogue can be obtained at the Fair. This includes the stand numbers of the exhibitors and detailed hall plans, as well as company profiles, all of which make planning your visit to the Fair much easier.

HOW DO I REGISTER AS A TRADE VISITOR? ONLINE REGISTRATION

There are many advantages to be gained from registering on our website. Not only can you use the online advance ticket sales, you can also optimise your participation in the Frankfurt Book Fair. If you choose, you can be listed in our database and become visible to potential business partners, who can then submit appointment inquiries well in advance of the Fair itself.

/ Here's how it works: If you were already registered last year as a trade visitor with your own profile on our website www.book-fair.com, you can continue using this now for the Frankfurt Book Fair 2011. For data protection reasons, however, we are obliged to receive your permission each year before we can continue using your trade visitor's profile. We will send you e-mail reminders to reactivate your profile for 2011, which you can do at any time up to the end of August. If you have not yet registered, you can do so on our website whenever you choose. Set up your online trade visitor's profile, then start using the website to prepare your visit to the Fair and to be found by potential business partners

/ When registering for the first time, please click on "My Book Fair | Login" at the very top of the page

/ Select your customer group and your profile (trade visitor, bookseller or translator), then fill in the online form displayed

/ IMPORTANT: After saving your details, you will receive an e-mail from us containing a link. You must click on this to activate your profile. This step allows us to check the validity of the e-mail address given during registration. After registering successfully, you can buy your trade visitor ticket online and print it out at your own convenience

Do I qualify as a trade visitor?

You are a trade visitor if you:

- /** are involved professionally in the development, production, marketing or communication of printed or electronic media or the arts
- /** work in the education sector
- /** are a student (all fields of study)



CALENDAR OF EVENTS

Across Germany, around 3,000 events will be held related to the Frankfurt Book Fair and the presentation of the Guest of Honour Iceland. On the Internet, at www.book-fair.com/calendar, you can browse at leisure to get a general overview, or you can search for specific locations, times and events. Either way, you can put together your own personal plan for the Fair.

New since 2010: To keep ahead of the game and ensure the success of your Book Fair visit, you can now save and print your own personal choice of events as a PDF!

PREMIUM MEMBERSHIP: INDUSTRY NETWORKING, 365 DAYS A YEAR

Would you like to use our online Catalogue, which contains profiles of 7,800 companies and contact details of 31,000 industry insiders, as well as 22,000 titles with rights for sale? Easy! Just register online as a trade visitor at www.book-fair.com and opt for Premium Membership.

For only 24 euros a year (plus VAT), you gain access to all the detailed information contained in our online catalogues. You can also save the results of your research in your own personal lists, and then send requests for appointments with business partners. If you want, you too can be visible with your profile in the Frankfurt Who's Who, where more than 31,000 potential business partners will be able to get in touch with you. That is industry networking pure!

Overview of services

Detailed research: Look for specific titles in the Frankfurt Rights Catalogue, for specific companies in the Frankfurt Catalogue, or for new business partners in the Who's Who. All the addresses, phone numbers and e-mail addresses are there to make contacting people easy.

My Searches: Save your search results from our online catalogues in organisable lists under "My Searches".

My Appointments: Send appointment requests to interesting contacts in the Who's Who, all year round.

Online-ticketing: Book your entrance ticket from the comfort of your own computer, and print it out for yourself.

Seminars: Register and pay for professional seminars from the comfort of your own computer.

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