

The registration form has four pages. Your registration is only valid if you have completed the original in full, signed on page 3 and returned it to us. If you are using an application form with preprinted registration details from last year, please check the entries in the left column and add any changes in the right column. If no new information is added, we will use last year's data. The company profile 5 and form to register Who's Who contacts 6 are also part of the registration. You are not required to supply this information, but we recommend doing so as it is relevant in various areas (see also under 5: Company Profile). It is also possible to easily and quickly register directly online in the password-protected area at www.book-fair.com. If you do not yet have the necessary login data to do this, your exhibitor contact person will be able to help you.

REGISTRATION DEADLINE ...

... is 31 January 2012. We are happy to receive registrations after this date, but it may be difficult to take account of requests for specific stand locations. If an exhibition area is fully booked by the time your registration is received, you will be informed. If your registration reaches us by 30 November 2011, you will automatically be granted the special price for early-bird bookings.

RE 1. COMPANY ADDRESS

The company address should be the exhibiting company's registered place of business and be the same as the catalogue address. If paperwork for the Book Fair is to be sent to a different address from that of the company, please make a note of this under point 4.

RE 3. VAT NO.

For us to submit invoices correctly to exhibitors from outside Germany, it is important that we have their VAT ID numbers. If you are an exhibitor with headquarters in an EU Member State, please send us your VAT ID number (Value Added Tax Identification Number). After this has been checked accordingly, we will be able to send you invoices exempt of German VAT. For exhibitors from non-EU countries we require a proof of the nature of your company issued by the relevant responsible authority. Ideally, you should send this together with your registration, or send it soon after to billing@book-fair.com. Companies that do not operate commercially and are therefore not subject to VAT can state this on page 3.

RE 4. DIFFERENT ADDRESSES

Apart from your company address, you can also give a mailing address where you wish to receive all Book Fair correspondence. The invoice address is the address on an invoice, that is, the address of the company to which an invoice is made out. Please note, however, that the invoice will also be sent to what is given as your mailing address. You need only explicitly

note down an invoice or mailing address if this is different from your company address, in which case, please use page 4 Different Addresses.

RE 6. PARTICIPATION STATUS

Anyone who does not wish to rent a stand of their own can attend as a co-exhibitor on the stand of another company. Subsidiaries or imprints that are to be included in the catalogues with their own entry can also be registered as co-exhibitors. In this case, we need a separate registration for the relevant company – either using the print form or online. Payment of the flat fee for co-exhibitors (see Price List 2012) entitles the co-exhibitor to their own stand sign (for system stands only), their own catalogue entries (print and online), full use of all online services, an exhibitor pass, as well as a copy of the Catalogue of exhibitors. Co-exhibitors must be registered by 30 June 2012 at the latest in order to guarantee their inclusion in the print edition of the Catalogue.

RE 7. STAND POSITION

These are the exhibition areas together with their locations as planned. If you choose exhibition area 900 (International Publishers), you will automatically be allocated to the hall of your national group (e.g. Spain -> Hall 5.1).

/ Exhibition area 100 (German-language Fiction and Non-Fiction)	Halls 3.0, 3.1, 4.1
/ Exhibition area 200 (Religion)	Hall 3.1
/ Exhibition area 300 (Children's Books)	Hall 3.0
/ Exhibition area 400 (STM & Academic Publishing, Specialist Information)	Hall 4.2
/ Exhibition area 500 (Art Books/Art/Design)	Hall 4.1
/ Exhibition area 600 (Tourism)	Hall 3.1
/ Exhibition area 700 (Media & Entertainment: StoryDrive)	Agora
/ Exhibition area 800 (Comics)	Hall 3.0
/ Exhibition area 900 (International Publishers)	Halls 5, 6, 8
/ Exhibition area 1300 (Publishing Solutions and Book Trade Services)	Hall 4.0
/ Exhibition area 1400 (Education)	Hall 4.2
/ Exhibition area 1600 (Stationery and Gifts)	Hall 4.0
/ Exhibition area 1700 (Gourmet Gallery)	Hall 3.1
(Planning as of October 2011)	

We make every effort to take into account as far as possible your wishes for a specific position or for certain neighbouring stands. In the case of requests for stand vicinity, please enter the name of the requested neighbouring

company on your registration form. As these requests are sometimes contradictory, you are asked to coordinate amongst yourselves in advance and to include a copy of the joint stand location request with the registrations of all those concerned. Please appreciate that it is not always possible to comply with all location requests – nor can we give any fundamental guarantee of a specific stand location. In the event of more far-reaching changes, we do try to inform you in advance, in the case of smaller shifts (e.g. within a gangway), this is unfortunately impossible.

Note for reservations: The closer we are to the Fair, the fewer available spaces still remain. You are advised that once the stand allocation process has been completed, we only grant reservation of a free space for a specific period of which we will notify you in advance. If we do not receive your official registration within that period, we are entitled to allocate the space to another applicant without prior warning – even if you have given us a verbal or written undertaking.

RE 8. FAIR PACKAGE/NEWCOMER PACKAGE

In the Registration Set, you will find more information about the services included on page 17 (Fair Package) and in the enclosed flyer (Newcomer Package). If you are booking a package, you do not need to fill in page 2 of the registration form ("Stand").

RE 11. TYPE OF STAND POSITION



Various stand positions using Hall 5.1 as an example

Corner stands that border on one lengthwise and one side gangway as well as **walk-through row stands** with a minimum of 4 m depth that are open onto two gangways are subject to a surcharge of 10% of the stand rental fee.

A **peninsula stand**, that borders onto three gangways, is only available for stands of 16 sqm or more and is subject to a surcharge of 15% of the stand rental fee. A **block or island stand** has four gangways running alongside all four sides of the stand. This stand type is only possible for custom-built stands of 100 sqm or more and is subject to a surcharge of 20% of the stand rental fee. Although we will try to comply with your wishes, we are unfortunately unable to guarantee the allocation of a corner, peninsula or island stand as there is limited availability in the halls.

RE 12. WATER SUPPLY

Since water supply points are only available in a limited number of gangways on the upper hall levels, it is important to indicate your request for on-stand water supply on your registration form so that this can be taken into account when positioning your stand.

The connection plus fittings and units must, however, be ordered from the respective installation contractor. The order form will be available to download on www.book-fair.com/service_contractors as from spring 2012. Charges are approx. **400 euros plus a hire fee** for fittings and units. If the water point is not directly beneath your stand or at the position you request, it may be possible for the floor to be taken up in some cases on the ground floor levels. Please note, however, that all costs incurred for installation and underfloor work will be charged to you by the plumbing contractor.

RE 13. STAND DESIGN

System stands can be varied according to your requirements. Detailed information on the Frankfurt Book Fair's system stand modules is provided under "Information on system stands" in the Registration Set and at www.book-fair.com/system-stand.

Please note: If you order a system stand module, your stand is automatically fitted with flecked grey carpeting. Should you require another type of carpet, you must order and pay this directly through one of the service companies and also arrange with them to have the **standard carpet** cut out or laid over.

RE 15. HALF-OPEN SIDE WALL ON CORNER POSITIONS

If you use the system stand modules of the Frankfurt Book Fair, it is not possible to completely remove the wall that faces the side gangway at a corner position. We can, however, replace the full wall with a half-open wall, please let us know if this is required.

RE 16. STANDARD FURNISHINGS

We suggest our furniture sets with the following items: chairs, table (approx. 70 x 70 cm), wastepaper baskets and one wide-angle spotlight per metre of rear wall. The exact details and prices are shown under "Information on system stands" in the Registration Set. Please note that for our planning purposes, your order must be submitted without fail by **31 January 2012** together with your registration. No guarantee can be given for delivery of orders received any later. If these sets are not suitable for you, we would be happy to send you an individual proposal for additional services (see page 20 of the Registration Set).

RE 17. STAND NAMEPLATE

If you request this with your registration, the Frankfurt Book Fair's system stand modules will be fitted with a standard size nameplate (970 mm length, 205 mm width). The stand

nameplate shows the company name as given for your catalogue entry, as well as your place of business (e.g. "Edition Hans Müller, Berlin") and is attached to the ceiling frame with aluminium hooks so that it can easily be hung up or taken down. You may of course use custom-designed fascia boards instead, but these must be produced at an exhibitor's own expense and may only be attached to the Frankfurt Book Fair's system stand modules using metal or aluminium hooks over the ceiling frame. Please do not ever use screw clamps, double-sided adhesive tape or double-sided stickers as these damage the stand material.

PAGE 3: CATALOGUE ENTRY

The catalogue entry you have submitted with your stand registration will be added to the Frankfurt Catalogue at www.book-fair.com immediately after processing of your registration. This means that you can then check your details at any time online. You can make any changes yourself in the password-protected area at www.book-fair.com or notify us by e-mail, fax or post – but please always in writing. If you do not yet have the necessary login data you need in order to edit your registered data online, your exhibitor contact person will be able to help you. **The deadline for the print version of the Catalogue is 30 June 2012.** Changes received after this date will be incorporated in our databases and updates will be made to the online catalogues.

RE 19. SORT WORD (ALPHABETICAL CATALOGUE SEARCH WORD)

Your choice of sort word determines the letter under which your company will be listed in the alphabetical listing of the Catalogue (e.g. company name: "Marshall Cavendish", sort word: "Marshall").

RE 20. CROSS REFERENCES

If your company name consists of more than one word and none of them is a clear alphabetic search word, you can refer to other parts of your company name by adding a cross reference to the print edition of the Catalogue. A maximum of two cross references can be included for a small fee. However, please note that **cross references must be based on parts of the company name** and should not refer to different companies or imprints. Inapplicable cross references will be automatically deleted without notification to the exhibitor.

Example of a correct cross reference: "Cavendish, see: Marshall Cavendish Ltd."

Example of an inapplicable cross reference: "Marshall Cavendish Ltd., see: TickTock Publishing"

If you want subsidiaries or imprints to be listed with an individual catalogue entry, you must register them as co-exhibitors on your stand (see 6 Participation status).

RE 22. PROFILE TEXT

You can promote your company with a brief text of no more than 250 keystrokes in length.

In addition, you can add a supplementary text that – together with the basic text – will be displayed in the Frankfurt Catalogue at www.book-fair.com. Please note that it is not permitted to mention the names of affiliates, subsidiaries or other associated companies in the presentation text if they are not registered as co-exhibitors (see 6 Participation status).

PAGE 4: DIFFERENT ADDRESSES

See Note 4. Different Addresses

PAGE 5: COMPANY PROFILE

We do recommend as detailed an entry as possible, since this information is relevant for many different areas: the search engine of the online catalogues, the interactive hall layout, the Frankfurt Rights Catalogue, and the sort word register for the Frankfurt Catalogue.

PAGE 6: WHO'S WHO

Exhibitors and trade visitors can use the Frankfurt Who's Who at www.book-fair.com to look for individuals in the international publishing and media world. The quickest and easiest way to submit the relevant data is by going online to the password-protected area at www.book-fair.com, or you can fully complete the form included in this Registration Set and send it to us with your stand registration. Please note, however, that the manual processing of this data may take some time – usually several weeks.