



10-14 October 2012

FRANKFURTER BUCHMESSE

Guest of Honour New Zealand

OFFERS AND PRICES 2012



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FRANKFURT BOOK FAIR: RETHINK. RENEW.

The publishing industry is in a state of flux – and more dynamic than ever before. Stories, ideas, information and pictures are finding expression in ever new digital formats, along with the proven format of printed paper. Despite all this change, one thing remains constant: the basic human need for engaging and relevant content.

There is no other place in the world where so many “content experts” can be found – people whose professions are based in the production, optimisation and marketing of this precious “raw material” we know as content. Here in Frankfurt each year the Book Fair takes on a unique role: as an industry barometer, as a showroom for the world’s ideas, as the centre of attention of 10,000 international journalists.

More than anything, the Book Fair is here to accompany the publishing industry and serve as a launch pad for its ongoing success and further development. New partners get to know each other here, new markets are discovered, new projects initiated, cooperations drafted, business models explored. Every year at the Frankfurt Book Fair the industry reinvents itself – as it has been doing for the last 60 years.

The pace of change we are currently experiencing leaves us all curious to know how the story will continue. What will change next? Let’s be ready for whatever comes!

Your Frankfurt Book Fair Team



YOUR FAIR STAND – YOUR CHOICE!

The Frankfurt Book Fair offers a presentation solution for everyone – be it our practical and affordable system stand or a space to build your own individual Fair stand.

Option 1: custom-designed stands

Would you prefer to have an individual stand installed by your own exhibition stand contractor? That's easy – just order the stand option “empty floor space | own stand”.

Besides the floor space, a number of exhibitor passes (depending on your stand size) is also included in the rental fee of the stand. These give you and your staff access to the exhibition grounds and also include use of public transport in the entire Rhein-Main area.

If you need a water connection, please mention this at the time of registration – we will try to position your stand accordingly. You can find the corresponding order form at www.book-fair.com/service_contractors

Empty floor space for own stand

Rental of empty floor space, incl. exhibitor passes (number depends on stand size)

	Standard	Early bird price (before 30 November 2011)
8 sqm row stand	€ 351.–	€ 344.–
Row stand starting from 12 sqm	€ 414.–	€ 402.–
Water supply, plus a fee for sanitary facilities	approx. € 400.–	

Please note: the mandatory flat-rate cataloguing fee and environment and energy surcharge are payable in addition to the stated prices (see page 6).

If you are looking for a suitable stand constructor, we recommend consulting the website of the Association for Exhibition and Event Professionals: www.famab.de. There you will find a list of stand constructors (follow the links “Mitglieder”, “Mitglieder finden” and “Mitgliederliste”).

Set-up and dismantling

Custom-designed stands allow for the highest level of individuality but also take more time. For stands over 40 square metres, we therefore offer you more flexibility. For a flat fee of € 750.– you can access the exhibition site starting from the Thursday before the Fair. The opening times for early set-up are 7.00 a.m.–9.00 p.m.

It may also take longer than usual for the dismantling of your custom-built stand. The exhibition halls are open all night from Sunday to Monday as well as on Monday through to midnight. Everything must be cleared out by then unless you have officially requested extended dismantling time (flat fee same as above), which leaves you time until Tuesday.

If you would like to build your stand higher than usual, please coordinate your plans with us in detail. There are certain specifications to be considered. For example, stands that are more than 2.5 metres high need to be approved first – further details are described at www.book-fair.com

Excess stand height (for stands > 4 m)

Stands up to 20 sqm	5% of stand rental fee
Stands up to 99 sqm	7.5% of stand rental fee
Stands over 100 sqm	10% of stand rental fee



Option 2: exhibition space with prefabricated stand

In order to give smaller businesses the opportunity to exhibit at the Frankfurt Book Fair, we offer you an affordable system stand, which you can book when you register. If you rent a 4 square metre or 8 square metre stand, you also profit from the discounted rental fee for these two stand sizes.

The rental price includes the use of the stand module (with bookshelves and bench cabinets), the carpet (flecked light grey carpeting) and a stand nameplate. As with the custom-designed stands, a certain number of exhibitor passes is also included in the rental fee (incl. use of public transport in the Rhein-Main area).

Exhibition space with stand module system

Rental of the space, use of the system stand, recyclable carpet, stand nameplate, exhibitor passes (number depends on the stand size)

	Standard	Early bird price (before 30 November 2011)
12 sqm row stand	€ 5,166.–	€ 5,010.–
8 sqm row stand	€ 2,932.–	€ 2,876.–
4 sqm row stand	€ 1,042.–	€ 1,014.–
4 sqm row stand open to neighbouring stand	€ 899.–	€ 873.–
For each additional 4 sqm	€ 1,722.–	€ 1,670.–

Please note: the mandatory flat-rate cataloguing fee and environment and energy surcharge are payable in addition to the stated prices (see page 6).

Additional stand elements, such as half-open partition walls or cubicles with doors, are also available.

You can find detailed information about using our stand system under “Information on system stands” in the Service Set or at www.book-fair.com/system-stand

Standard furnishing

We would like you to feel comfortable and be able to create a pleasant working atmosphere at your stand.



Chair



Table



Wastepaper basket



Spotlight

Furniture Set 1	2	1	1	2	€ 172.–
Furniture Set 2	3	1	1	4	€ 277.–
Furniture Set 3	6	2	2	6	€ 460.–
Furniture Set 4	6	2	2	8	€ 544.–
Furniture Set 5	9	3	2	10	€ 697.–





NEW: From our one-stop shop – customised design of system stands

So you want to design your space at the Fair more easily, while keeping it individual? We'll help you. With add-on elements, such as coloured panels to match a colour scheme and flooring to suit your tastes, as well as bar, seating and display units, you can add a more personal touch to your system stand. From 2012, to fit the system stands, we will also be offering package deals for technical equipment (TFT screens with mounting brackets, connection cables, projectors). Or can you think of anything else you might need? Just get in touch with us!

Special stand positions

If you want a more open stand at a special position, we offer various options:

Corner stand or walk-through row stand (fronting 2 gangways)	+ 10% of space rental fee per sqm
Peninsula stand (fronting 3 gangways, only for stands > 16 sqm)	+ 15% of space rental fee per sqm
Island stand (fronting 4 gangways, only for custom-built stands > 100 sqm)	+ 20% of space rental fee per sqm

These surcharges for special stand positions will be levied only for the first 75 square metres. We will try to take your wishes into consideration, but unfortunately cannot guarantee allocation of these special positions. Please note that the side walls of our system stands cannot be completely removed, also not in corner positions. In order to enable a more flexible stand design in corner positions, we will exchange the side wall by a half-open wall free of charge, if this has been noted in the registration form.

Environment and energy surcharge (obligatory)

With your registration, you help contribute to a greener Frankfurt Book Fair. The environment and energy surcharge covers eco-friendly waste disposal, your electrical supply (1 kW), electricity consumption (eco-electricity), hall air conditioning and eco-friendly basic cleaning.

4 sqm stand	€ 20.-
8 or 12 sqm stand	€ 80.-
Stand > 12 sqm	€ 200.-

Cataloguing fee (obligatory)

All exhibiting companies are listed in the Catalogue of which 10,500 copies are printed and distributed. The online Frankfurt Catalogue has the same listings, as well as including companies without a stand known as "Online exhibitors". The cataloguing fee includes your company entry in the printed and online versions of the **Frankfurt Catalogue** as well as unlimited entries in the **Frankfurt Who's Who** and the **Frankfurt Rights Catalogue**. The Frankfurt Who's Who contains information about registered publishing and media professionals, for example their contact data, their position and area of responsibility. The Frankfurt Rights Catalogue lists more than 16,700 book and electronic publication titles from 65 countries in 47 languages, whose core rights (translation, film/TV, audio and/or merchandising) are for sale.

Exhibitor/co-exhibitor with 4 sqm stand	€ 60.-
Exhibitor/co-exhibitor with stand > 4 sqm	€ 110.-

Each exhibitor also receives a free copy of the printed Catalogue, the price for visitors or additional copies is:

Catalogue	€ 25.- (incl. VAT)
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Additional advertising possibilities in the catalogues

Would you like to have a colour logo printed? Take advantage of our diverse advertising options – see details on page 20. Cross references are often useful when company names are made up of several words and it is difficult to categorise them with an alphabetical keyword. Example: "Edition Hans Müller, see: Müller, Hans Edition". Please note that cross references must be a part of the company name and not part of external companies, subsidiary companies or imprints. An entry that would not be permissible would be, for example: "Edition Hans Müller, see: Publishing Group Braun".

Logo 4c	€ 235.-
Cross reference in the printed Catalogue (max. 2 references possible) per reference	€ 54.-



This is what your entry could look like.

Online directory

Co-exhibitors

In order for subsidiary companies or imprints to be listed separately in the Catalogue, they must be registered as co-exhibitors at your stand.

Per co-exhibitor	€ 284.-
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Each co-exhibitor must fill out a separate registration form and will receive their own stand sign, catalogue entries (print and online), exhibitor pass, copy of the Catalogue and full use of all our online services.

Online exhibitors (no stand at the Fair)

Are you considering a presence in Frankfurt but not sure you are ready to have a stand? Then at least present your company for 12 months in the Book Fair's online directories at www.book-fair.com. The registration fee includes a five-day ticket allowing you full access to the Fair.

Flat rate for entry in online catalogues	€ 311.-
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Newcomer Package

The first step is easy! For new exhibitors at the Frankfurt Book Fair 2012, we offer you the affordable Newcomer Package. For only € 3,650.– you receive a complete 8 square metre stand and many other services, so you have everything you need to advertise and prepare for your first official Fair presence.

Newcomer Package	€ 3,650.–
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(10% savings compared to booking individual services)

Services:

- / 8 sqm row stand (incl. use of the stand module system, recyclable carpet, stand nameplate, three exhibitor passes)
- / Environment and energy surcharge
- / Cataloguing fee
- / Furniture Set 2
- / Attendance at First-Timer Seminar
- / Four trade visitor one-day tickets
- / Combi Package Press Services: Online Press Service and Press Box in the Press Centre

Also included in the Newcomer Package:

- / Just after registration: manual for newcomers to the Frankfurt Book Fair
- / During preparation: personal advice on logistics and transport from our service provider
- / 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

This 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.



© Anett Weirauch

Fair Package

Just check off a box and everything will be taken care of. Instead of the hassle of ordering individual services, our Fair Package automatically includes a bundle of services which add flair to your 12 square metre stand and help make your presence at the Fair a success.

Fair Package	€ 7,950.–
Fair Package corner position (if corresponding position available)	€ 8,550.–

Services:

- / 12 sqm row stand (incl. use of the stand module system, recyclable carpet, stand nameplate, four exhibitor passes)
- / Environment and energy surcharge
- / Cataloguing fee
- / Stand furnishing: 1 table (white, 70 cm x 70 cm), four chairs (type BUNNY, black wood), one bar table (white), two bar stools (black), wastepaper basket
- / Lighting: 6 wide spotlights
- / Stand decoration: black felt wall covering
- / Advice on logistics and transport: personal consulting by our service company
- / Lunch package for two people, on all five Fair days
- / Seminar participation (trade events): participation in one of the professional seminars of the Frankfurt Book Fair (except conferences)
- / Combi Package Press Services: Online Press Service and Press Box in the Press Centre
- / Ten trade visitor one-day tickets to send to your customers



THEMATIC PRESENTATIONS



Our goal is to make the Book Fair as transparent as possible. To this end, aside from our general structuring based on subject and nationality, we have also created certain thematic presentations:

EDUCATION

Educational Publishing Pavilion (EPP)

The successfully established EPP is an international collective stand for education publishers in Hall 4.2. International publishers present their books and products for the after-school market, with learning aids and further offers for independent and in-depth learning at home and school. While the main EPP attraction is the opportunity for international licence sales, it also offers trade visitors and the general public a fascinating insight into the currently booming education market. Accompanying events with publishers take place in the neighbouring Forum. The EPP also facilitates networking with its "Networking Receptions", promoting open conversation in a relaxed atmosphere. The prices include the cost of stand erection, lighting, carpet, furniture, cataloguing fee, environment and energy surcharge, and access to the EPP's own WLAN. It also entitles you to use the lounge with its service counter and café bar.

4 sqm stand	€ 1,860.-
8 sqm stand	€ 3,720.-
Additional 4 sqm (max 12 sqm stand possible)	€ 1,860.-
Sponsorship of a networking reception	€ 2,400.-

The EPP is an offer of the Frankfurt Book Fair in cooperation with the Association of Educational Publishers (AEP). Hot Spot Education see page 13

Education Collective Stand

The German-language Education Collective Stand offers all suppliers of products and services in this topic area fully equipped exhibition units at an affordable price. The stand is in Hall 4.2, directly beside the Forum Education, attracting audiences with its diverse events programme.

Shelf unit (max. 24 titles)	€ 865.-
Shelf unit with Internet access	€ 1,240.-
1/2 shelf unit (max. 12 titles)	€ 524.-



Marketplace at the education conference "Learning Society"

In the foyer of Hall 4.2, publishers, institutions and services in the education sector have a chance to present their products at a "marketplace", and in so doing can make direct contact with the conference participants (educationalists). You will be able to hold short presentations of 15 minutes in this area, which will also be advertised in the conference programme.

Stand package for the full duration of the conference

Presentation area (2 x 2 m with table and pinboard) for Frankfurt Book Fair exhibitors	€ 400.-
Presentation area (2 x 2 m with table and pinboard) for non-exhibitors	€ 1,200.-

Services:

- / Information table in front of the conference rooms (foyer of Hall 4.2)
- / Publication of a short profile of your company in the education conference programme
- / Announcement of your presentation in the education conference programme

You will find more information about the education conference at www.book-fair.com/education_conference

COMICS

Present your titles at the most conspicuous place at the Fair: in the Comics Centre! It's an attractive collective presentation area to promote your comics, in addition to the exhibition at your own stand. You can also rent individual shelf units. This is ideal for publishers whose focus is in other areas but who want to present individual cartoon or comic titles. Or for small publishers with only a few titles in their programme. We can offer you the following: you select certain titles from your programme and we present them at the Comics Centre, frontally and fully visible. This way, you will be able to take advantage of a concentrated atmosphere for negotiations at your own stand and at the same time present your comic titles to trade visitors and the general public.

Shelf unit (max. 24 titles)	€ 580.-
1/2 shelf unit (max. 12 titles)	€ 290.-
30-minute event	€ 310.-
60-minute event	€ 399.-

Services:

- / Support from expert staff
- / Provision of shelf units, including erection and removal
- / Nameplate with the publisher's name and reference to main stand (if applicable)
- / Wardrobe and storage space
- / Hot and cold drinks for exhibitors and their guests
- / Tables and chairs for meetings
- / 1 exhibitor pass per participant
- / Entry in the exhibitors catalogue (print and online)
- / Entry in the comics programme
- / Option of displaying flyers





BUSINESS & SPECIALIST MEDIA

With the extensive exhibition of printed business and specialist periodicals, the Centre for Business & Specialist Media in Hall 4.2 addresses consumers and the B2B area. On the neighbouring SPARKS Stage, publishers present their innovative products and digital offerings.

Single titles	€ 80.-
Shelf unit (max. 10 titles)	€ 858.-

GOURMET GALLERY

Publishers and other exhibitors of culinary-related delights will profit from this innovative platform in a prime location. An island of enjoyment in Hall 3.1 invites you to do business and also to simply enjoy. The Gourmet Gallery offers exquisite books, food, wine and everything that epicureans love. Thanks to its impressive show kitchen, the Gourmet Gallery captures the full attention of the media, as well as attracting trade visitors and the general public.

4 sqm exhibit package (8 bookshelves)	€ 1,860.-
8 sqm exhibit package (16 bookshelves)	€ 3,720.-
Shelf unit (4 bookshelves)	€ 874.-
1/2 shelf unit (2 bookshelves)	€ 524.-
Single title exhibit	€ 100.-

Both exhibit packages include stand, lighting, carpet, furnishing, stand sign, electricity.

Attention! Deadline for registration is 30 June 2012.

The Gourmet Gallery is the perfect exhibition space for:

- / Cookery books or culinary reference books
- / Fiction titles on culinary themes
- / Reference works and non-fiction for the food sector
- / History and art books with a focus on fine food and enjoyment
- / Hotel and restaurant literature
- / Food magazines
- / Calendars
- / Digital initiatives in the cookbook sector
- / Winemakers, winemaking associations and wine merchants
- / Producers and suppliers of other culinary products

We offer you a fully furnished system stand with individual design options. We will take care of the planning and set-up. You may also use the collective stand as a second exhibition location for your titles.



AUDIOBOOKS

In the Audiobooks Collective Stand in Hall 4.1, on an area of 500 square metres, a large number of German-language publishers will be presenting new releases and bestsellers from their audiobook programmes. Well-known publishers are here, as well as newcomers interested in making first contacts. At the stand you will also find service providers in audiobook-related fields.

This stand is a major draw for visitors, who can listen to the exhibited audiobooks in listening stations. Another attraction integrated within the stand is the Forum Audiobooks & Fiction, which is the venue for many exciting readings, interesting audiobook presentations and informative specialist events.

Shelf for title presentation (max. 30 titles)	€ 855.-
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HOT SPOTS

Spotlight your Business! The Frankfurt Hot Spots provide exhibitors and visitors alike with hands-on access to innovation. With plug-and-play modules, business lounges and stages for events, they offer the ideal space for providers of digital content, new technologies and services to present themselves at the world's biggest gathering of the media and publishing industries.

Six trends – six Hot Spots

From e-learning and mobile content, to business models for social media – the Frankfurt Hot Spots reflect all the latest trends in the media sector.

So which is your trend?

Hot Spot Digital Relations

Social Media Business: be in touch, be in business

Hot Spot Education

The ABC of digital learning and education

Hot Spot Kids & Comics

A business with a future: heroes, hardware and more, for “digital natives”

Hot Spot Mobile & Devices

... makes your business mobile

Hot Spot Professional & Scientific Information

Information management for professionals

Hot Spot Publishing Services

Fresh services, new products





For Book Fair newcomers or as a secondary presence; a first contact point or a major presentation: the Frankfurt Hot Spots offer tailor-made services for everyone's needs:

Starter € 2,480.-

- / Stand element, approx. 3 sqm
- / Internet access
- / Logo & branding
- / Electricity
- / 30-minute presentation slot
- / Two exhibitor passes

Station € 4,850.-

- / Stand element, approx. 6 sqm
- / Internet access
- / LCD screen/monitor
- / Logo & branding
- / Electricity
- / 30-minute presentation slot
- / Three exhibitor passes

Stand € 6,944.-

- / Stand element, approx. 10 sqm
- / Internet access
- / LCD screen/monitor
- / Logo & branding
- / Electricity
- / 30-minute presentation slot
- / Four exhibitor passes

Those booking a stand can increase the area to as much as 20 square metres. The price for each additional square metre is € 575.-

Whether Starter, Station or Stand, every Hot Spot booking also includes:

- / Access to the online directories and Frankfurt Who's Who with extensive search functions
- / Free entry into the Calendar of Events and presentation on a special website
- / Branding and company presentation on the Hot Spot website
- / Entry in the Hot Spot directory
- / Service counter with stand supervision



© Peter Hirth

CALENDARS

The calendar exhibition in the foyer of Hall 4.1 has existed for more than 30 years at the Frankfurt Book Fair and continues to be a magnet for visitors. Divided up into 22 groups, the calendar exhibition presents more than 1,300 calendars from over 100 publishers and gives the visitor an overview of the diversity of calendars being offered for the upcoming year. Each publisher classifies their calendars into subject groups and also provides bibliographic details. These make up the basis of the title database. All information is accessible at an information counter, which is integrated into the stand.

Participation fee per publisher	€ 35.-
Type 1 (≥ DIN A2)	€ 94.-
Type 2 (≥ DIN A3)	€ 77.-
Type 3 (≥ DIN A4)	€ 59.-
Type 4 (≥ DIN A5)	€ 40.-
Type 5 (< DIN A5)	€ 25.-

MEDIA AND ENTERTAINMENT: FRANKFURT STORYDRIVE

With its all-media platform Frankfurt StoryDrive, the Frankfurt Book Fair has created a home for the world of media and entertainment.

Multimedia houses, download portals and transmedia producers, telecommunications companies and publishers: this is the meeting place for players who recognise no (industry) boundaries in the future.

- / If your content no longer fits between two book covers ...
 - / If you want to present yourself as an innovative media enterprise ...
 - / If you're looking for cross-cutting exchanges and partnerships with the games, film, music or Internet industries ...
 - / If it's your business to tell and sell stories using any and all media ...
- ... then this is the right place for you!

You can either hire the space on which to erect your own stand, or you can rent a stand area complete with system stand. You will find our prices and special offers on pages 4 and 5.

Besides having its own separate exhibition area, the all-media platform Frankfurt StoryDrive also offers a two-day specialist conference (see page 25) and a business centre for arranging crossmedial and transmedial partnerships and rights deals (see page 19).



© Bernd Hartung

MUSIC

With projects such as “An Instrument for Every Child” and the inclusion of music lessons in schools and many other projects, music is playing an increasingly important role in education. More and more people are learning an instrument these days, including adults, with a corresponding increase in the demand for sheet music, scores and literature about music. At the Music Collective Stand in Hall 3.1, trade visitors and other interested parties can pick up tips from professionals about how to present sheet music and music literature in bookshops and find out about sources of supplies as well as many other topics. Diverse musical presentations will prove that the Music Collective Stand is really all about music.

Stand package I (4 sqm, 8 bookshelves)	€ 1,860.–
Stand package II (8 sqm, 16 bookshelves)	€ 3,720.–
Shelf unit (4 bookshelves)	€ 1,650.–
More options	on request

Both stand packages include stand (2 m x 2 m resp. 2 m x 4 m), lighting, carpet, furnishing, stand sign, electricity.

Additional services:

- / A completely furnished presentation area, including set-up and dismantling
- / Common service area with cloakroom and storage space
- / Stand sign with exhibitor logo
- / Stage for musical events
- / Hot and cold drinks for exhibitors and their guests
- / Professional supervision by qualified staff
- / Exhibitor passes (3 passes for an 8 sqm stand, 2 for a 4 sqm stand, or 1 for a full shelf unit. Passes include the use of public transport RMV)
- / Entry in the printed and online catalogues as well as unlimited searching in the Frankfurt Catalogue
- / Entry and unlimited searching in the online directory Frankfurt Who's Who
- / Tables for common use are available

Advertising & PR:

- / Advertising of the Music Collective Stand at www.book-fair.com
- / Free publication of your activities in the Calendar of Events
- / Publication in the retail bookseller information 2012
- / Flyer with exhibitor contact details for distribution at the stand
- / List of all exhibitors at the collective stand on a stand sign



BOOKS ON NEW ZEALAND

Take part in the international book exhibition, “Books on New Zealand”, organised by the Frankfurt Book Fair in celebration of the Guest of Honour New Zealand. You can take part with your current translations of New Zealand literature as well as titles about present day New Zealand, its culture and history. The titles should be current and available in print. The exhibition is located directly in the Guest of Honour presentation area in the Forum. Participation is independent of your participation at the Frankfurt Book Fair.

Presentation of your titles on New Zealand	free of charge
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NONBOOK 4.0

Besides services for publishers and booksellers, the “Trade Visitor Hall” 4.0 also presents supplementary articles such as greeting cards, stationery, gifts and home accessories. The lively heart of the Stationery and Gifts area is the marketplace Nonbook 4.0 – a collective stand offering attractively furnished presentation platforms, including all-round service for about 40 exhibitors and a café bar. For more information, go to www.nonbook.de. You can also book your own stand here (for prices, see pages 4 and 5). The events forum “Gifts live!” complements these offers with product presentations and trade events for booksellers.

COLLECTIVE EXHIBITION OF SMALLER INDEPENDENT PUBLISHERS

The cultural diversity of books in Germany has been significantly influenced by many small independent publishers. They set trends, react flexibly to changes on the market and discover new topics and authors. The Collective Exhibition of Smaller Independent Publishers consists of two stands: Fiction/Non-Fiction in Hall 3.1 and Academic & Scientific Books in Hall 4.2.

Shelf unit (max. 24 titles)	€ 855.–
Each additional shelf unit	€ 814.–

FRANKFURT ANTIQUARIAN BOOK FAIR

This sales exhibition of books, graphics and autographs covers the entire spectrum of the classic antiquarian book trade. Collectors of rare prints and valuable books are expected to strike just as lucky as visitors with a smaller budget and those who just like to browse. Unlike the current book production that is only for sale on the Sunday of the Frankfurt Book Fair, antiquarian books can be sold at the Antiquarian Fair on all five days of the event. In cooperation with the Antiquarian Booksellers Group of the German Publishers & Booksellers Association.

Type A, collective stand, 2 shelf units, 8 m shelves, 1 spotlight	€ 1,018.–
Type B, 4 sqm (approx. 2 x 2), alternatively 3 sqm (3 x 1), 14 m shelves, 2 spotlights	€ 1,770.–
Type C, 6 sqm (approx. 3 x 2), alternatively 4 sqm (4 x 1), 19 m shelves, 3 spotlights	€ 2,162.–
Type D, 8 sqm (approx. 4 x 2), alternatively 5 sqm (5 x 1), 23 m shelves, 4 spotlights	€ 2,646.–
Type E, 10 sqm (approx. 5 x 2), 27 m shelves, 5 spotlights	€ 3,128.–
Type F, 12 sqm (approx. 6 x 2), 31 m shelves, 6 spotlights	€ 3,494.–
Co-exhibitor fee	€ 204.–
Catalogue entry (obligatory)	€ 60.–



WORK CENTRES FOR AGENCIES

Literary Agents & Scouts Centre (LitAg)

Secluded from the turmoil of the Fair, this work centre, with more than 400 tables, a photocopying and fax service, WLAN, and a cafeteria and juice bar, offers the ideal conditions for the agents, scouts and licence and rights dealers registered here to do their work. The centre opens its doors on Tuesday morning, a day before the Fair officially starts.

Registration fee per agency:	Standard	Early bird (before 30 November 2011)
For one participant, one table with four chairs and one locker, electricity if required	€ 650.-	€ 630.-
Cataloguing fee per agency (obligatory)	€ 110.-	
Cross reference in Catalogue (max. two references possible)	€ 54.-	
Additional participant	€ 110.-	€ 107.-
Shelf incl. company sign (per sqm)	€ 135.-	

International Library Centre (ILC)

This work centre for librarians, publishers and information specialists is an established meeting point for international professionals. You can rent a table at the centre and arrange appointments with your business partners and customers, in the close vicinity of international STM, academic and specialist information publishers.

	Standard	Early bird (before 30 November 2011)
Premium	€ 4,229.-	€ 4,102.-
Standard (for five days)	€ 2,256.-	€ 2,188.-
Standard (for one day)	€ 1,111.-	€ 1,077.-
Cataloguing fee (obligatory for all offers)	€ 110.-	
Cross reference in Catalogue (optional, max. two references possible)	€ 54.-	

Standard Package

- / Table with four chairs
- / 1 x wireless Internet access
- / 3 exhibitor passes (including use of public transport; if booked by the day, only one exhibitor pass is issued)
- / 5 trade visitor one-day tickets (including use of public transport)
- / Drinks for sale at the cafeteria

Premium Package

- / Generous workspace (large table and four chairs, incl. power supply/sockets, lighting) separated from the centre itself
- / Broadband Internet connection
- / Inclusion of your company logo in the Catalogue (print and online)
- / 4 exhibitor passes (including use of public transport)
- / 10 trade visitor one-day tickets (including use of public transport)
- / A parking space in the car park at the exhibition site (P4)
- / Drinks for exhibitors and their guests

Further services (valid for both offers):

- / Signage at the working area, including a company logo
- / Supervision of the stand by specialist staff
- / Service counter for arranging appointments, passing on queries, taking orders
- / Breakfast service (for an extra fee)
- / Lockers or room/cloakroom which can be locked
- / Catalogue (1 copy per exhibitor)
- / Entry in the Catalogue (print and online) and unrestricted research in the online version for one year
- / Online entry and unrestricted research in the Frankfurt Who's Who
- / Presentation of the ILC and its participants at www.book-fair.com

StoryDrive Business Centre

Sell us your story: the StoryDrive Business Centre is the first organised trading place for crossmedial and transmedial cooperation and rights deals. This is the place for everyone in the media and entertainment world – from agencies and publishers, to games and film professionals and merchandising experts – to meet and sell stories between industries.

Alongside organised match-and-pitch sessions and networking events, the StoryDrive Business Centre also offers space for you to rent a permanent presence for your company.

Whether at an information stand, a meeting table or in a meeting booth, thanks to the modern surroundings and the pleasant atmosphere, the StoryDrive Business Centre ensures you have the best conditions for your meetings and appointments.

StoryDrive Business Centre, information stand (5 days, max. 2 people)	€ 2,360.-
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Services:

- / Counter plus branding
- / Internet
- / Catalogue entry
- / 2 exhibitor passes

StoryDrive Business Centre, meeting booth (per day)	Prices on request
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Services:

- / Drinks
- / Table and 4 chairs
- / Internet
- / 1 exhibitor pass

Ready, steady, pitch!

To support the initiation of cross-cutting contacts and business deals, the StoryDrive Business Centre offers organised pitching events and individual matchmaking services. Prices on request.



ADVERTISING AND PR – RELEVANT FOR EVERYONE!

Frankfurt Book Fair's promotional services

We offer a variety of options for you to advertise your company and your Fair presence. Decide which media will be most effective to reach your target group: be it with your company logo in the Catalogue of exhibitors, an advert placed in our print media, or online. It's easy to take advantage of our advertising and PR services for your marketing strategy. You don't always need a large budget to advertise effectively. Our portfolio of offers ranges from free client invitations to eye-catching posters at the exhibition grounds.

Advertising in Frankfurt Book Fair print media

Let up to 120,000 visitors know about your presence at the Fair with an advertisement in the Catalogue, Visitor Information or Calendar of Events.

www.book-fair.com/advertisements_print

Online advertising at www.book-fair.com

Get maximum attention on the main page or reach a more targeted audience on a thematic subpage.

And reserve space for your ad on the Frankfurt Book Fair mobile app!

www.book-fair.com/advertisements_online

Advertising at conferences and seminars

Reach out to the most important international industry experts, and address decision makers in a targeted manner at more than 25 seminars and conferences.

academy@book-fair.com

Promotions

Exclusive: whether walking acts or flyer distributors, promotional staff draw attention to your offer outside of the Fair halls, as well.

www.book-fair.com/promotions

Sponsoring

Targeted marketing with customised offers.

www.book-fair.com/sponsoring

Advertising at the exhibition site

Large format advertisements, posters, display cases, shuttle busses: be seen in the entrance areas and on the main traffic routes at the Fair.

www.book-fair.com/advertising/at_the_fair

We are happy to advise you personally on the most fitting advertising for your company.



Press Services

Take advantage of the tremendous broadcasting power of the Frankfurt Book Fair and send your press releases throughout the year to up to 8,000 accredited journalists!

	Standard	Early bird (before 15 August 2012)
Press Box in the Press Centre (during the Fair)	€ 200.–	€ 180.–
Online Press Service (from the time of booking to the end of 2012)	€ 398.–	
Combi Package Press Services	€ 498.–	

Online Press Service

/ Year-round e-mail delivery of your press releases

/ Delivery to up to 8,000 accredited journalists

/ Publication on the Frankfurt Book Fair website

Press Box in the Press Centre

/ Printed materials provided by you displayed in the Press Centre

/ More than 10,000 journalists have access to your information

/ 10% discount when booking a combined package (Online Press Service and a Press Box)

More information: www.book-fair.com/press-services

Calendar of Events online

Along with the Frankfurt Catalogue, the Calendar of Events is the most important information tool for all Book Fair exhibitors and visitors – thereby an essential means to communicate your Book Fair event to a wide audience. The online version is updated continually and allows numerous forms of researching as well as the compilation of your own personal exhibition calendar. You can register your events directly at

www.book-fair.com/calendarofevents

Calendar of Events (unlimited number of entries)	free of charge
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EVENT PLATFORMS

Forums

Are you looking for the right platform for your event? We offer Forums in Halls 3, 4 and 5 focused around the themes of **Education, Children's Books, Audiobooks & Fiction** as well as **International Dialogue**. Providing professional information and entertainment, the Forums are attractions for the press, the general public and trade visitors.

30-minute Forum event	€ 490.-
60-minute Forum event	€ 690.-

You provide the content, we provide the service:

- / Provision of a professional event area
- / Event slots of 30 or 60 minutes
- / Management of the Forum by qualified staff
- / Technical equipment and support
- / Presentation of your products in the Forum during the event
- / Possibility of book sales (retail price)
- / Announcement of the event at the Forum
- / Entry in the Forum's programme booklet as well as in the Calendar of Events (print and online versions)
- / Display of the programme at all information points of the Frankfurt Book Fair

There is a 15-minute break between each event in order to guarantee a smooth transition.

Reading Marquee

The historic Reading Marquee in the outdoor area between the halls is a favourite meeting place for fans of reading and literature. In this nostalgic scenery, authors present their new publications.

Trade visitor days (Wed.–Fri.)	€ 690.- per hour
General public days (Sat. and Sun.)	€ 150.- per author

On trade visitor days, publishers can hire the Reading Marquee by the hour for book presentations, receptions or press conferences. On the general public days, the venue hosts non-stop readings for visitors of all age groups. The participating authors are determined via a selection process. (Contact: Sibylle Bartscher, bartscher@boev.de)

Hot Spot and SPARKS stages

Spotlight your business: whether it's a Twitter reading, a multimedia presentation or the introduction of a product, the Hot Spot stages provide ideal spaces for innovative companies and their products and services.

Each of the six Hot Spot stages is equipped with excellent event and presentational technology. Moreover, with the personal support of our events team, your event will run like clockwork.



Six trends, six Hot Spots, six stages

Whether it's e-learning, mobile solutions or social media, each of the six Hot Spots covers one current media trend.

Your trend, your stage – it's your choice:

Hot Spot Digital Relations

Social Media Business: be in touch, be in business

Hot Spot Education

The ABC of digital learning and education

Hot Spot Kids & Comics

A business with a future: heroes, hardware and more, for "digital natives"

Hot Spot Mobile & Devices

... makes your business mobile

Hot Spot Professional & Scientific Information

Information management for professionals

Hot Spot Publishing Services

Fresh services, new products

For your events, make the most of the innovative surroundings and the appealing design of the Hot Spot stages.

30-minute event	€ 590.-
60-minute event	€ 1,180.-

Or do you need something a bit bigger? – The SPARKS stages

The SPARKS stages in Halls 4.2 (STM & Academic Publishing, Specialist Information) and 8 (English-speaking world) provide even more space for your innovations and digital products.

For a presentation or a panel discussion, for specialist information or trendspotting – if you're looking to make a big impression, the SPARKS stages are the right choice.

The SPARKS stages are centrally located, well-equipped venues for events that offer seating for audiences of up to 100 people.

Naturally, at the SPARKS stages too, you will enjoy the full support and advice of our events team.

30-minute event	€ 890.-
60-minute event	€ 1,780.-

Hot Spot lounges – your event

You want to host a get-together after your presentation, or start the day with a working breakfast for your business partners?

That's no problem. We're happy to place the Hot Spot lounges at your disposal for networking events and receptions.

You take care of your guests, and we'll take care of the rest!

Event with approx. 50 to 70 people, incl. event management	€ 2,400.-
Event with approx. 100 people, incl. event management	€ 3,000.-

CONFERENCES AND SEMINARS

Both during the Fair and throughout the year, the Frankfurt Book Fair organises conferences, seminars and specialist events. Examples include TOC – Tools of Change for Publishing, MetaData Perspectives, and our conferences on the children’s book market. We make sure you get access not only to important topics and specialist knowledge, but also to the relevant international experts and industry pundits.

You can find details of all these activities at www.book-fair.com/academy

„Best Practice | New Ideas“ – seminars and panels offered by the Frankfurt Book Fair

Each year, in cooperation with the Mediacampus Frankfurt, the Frankfurt Book Fair offers a growing number of compact seminars and trade events for exhibitors and trade visitors. In a short time span, you will be able to get in-depth information on a variety of topics relevant to the industry. There will be written handouts for each seminar. Seminar languages are German or English.

For further details, please go to www.book-fair.com/seminarsandpanels

Seminar fee (when registering by 1 October 2012)	€ 50.–
Seminar fee (when registering at the door)	€ 70.–

International Rights Directors Meeting

Each year, international experts discuss current issues in the trade of rights and licences and give practical tips for the everyday work of rights managers, who will meet both new contacts and old business partners here.

This is a three-hour trade event on the Tuesday before the Frankfurt Book Fair, starting at 2.00 p.m.

Seminar language: English.

Seminar fee (when registering by 1 October 2012)	€ 170.–
Seminar fee (when registering at the door) (incl. seminar papers, coffee and refreshments)	€ 200.–

First-Timer Seminar

An introductory seminar for all those who are in Frankfurt for the first time, or for those who want to be as well prepared as possible for their visit. Participants receive information on Frankfurt, public relations, how to cultivate contacts, the trade in rights and licences, presentation of products, tips on the effective use of the professional programme and successful planning of appointments etc. On the basis of practical examples, you will find out all there is to know about the many opportunities offered to you by attending the Frankfurt Book Fair. An expert’s introduction to the world of rights trade rounds off the day.

Seminar language: English.

Seminar fee (incl. seminar papers and refreshments)	€ 60.–
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Learning Society – the education conference of the Frankfurt Book Fair

As part of the key focus on Education for the Future, the Frankfurt Book Fair invites teachers and other educationalists to an education conference during the Fair. In a series of specialist lectures, panel discussions and workshops, the conference will provide a challenging programme of further training. For more information,

please visit www.book-fair.com/education_conference

Seminar language: German.

Seminar fee	€ 35.–
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For Frankfurt Book Fair exhibitors, participation is free! The entry fee also covers the attendance of all conference events and lunch. For a special price of 50 euros, interested trade visitors can purchase a combi ticket to participate in the conference as well as to visit the Fair the day before.

Frankfurt StoryDrive: the future of storytelling and storyselling

Frankfurt StoryDrive is the first organised all-media platform, bringing together representatives of the publishing, film and games industries, as well as legal and financial advisors and marketing and merchandising experts – all on an equal footing.

Under the slogan “Storytelling & Storyselling”, a two-day conference will impart the necessary know-how and tools for achieving success in the field of crossmedial and transmedial rights deals and cooperation.

If you want to know how stories will be told in the future, you shouldn’t miss Frankfurt StoryDrive.

Please contact us for more information on taking part and ticket options.



ADDITIONAL SERVICES TO ROUND OFF YOUR TIME AT THE FAIR

Conference rooms

It is possible for exhibitors to hire conference rooms anytime during the Frankfurt Book Fair.

Please contact

Ms Natalia Lewerenz at Messe Frankfurt Venue GmbH & Co. KG

E-mail: natalia.lewerenz@messefrankfurt.com

Phone: +49 (0) 69 7575-5221

Fax: +49 (0) 69 7575-95221

On request, Messe Frankfurt will be glad to make you an individual offer.

Gastronomy service and catering

The diverse offers of Accente Catering Service can be found at www.accenteservices.de. All information on stand delivery service, tableware rental, hostesses and Accente catering service staff are listed here, as well as an overview of the numerous bistros, cafés, mini pics, bars, supermarkets and mini-markets on the exhibition grounds as well as special Book Fair packages.

PREMIUM MEMBERSHIP

Trade visitors can also take advantage of the publishing and media industries' largest online directories. For only 30 euros, we offer full access to all contact details and search functions for one year. Use our online directories – with 7,800 company details, with contact information on 31,000 industry insiders and with 22,000 rights and licences available for purchase. It's easy – even if you're not a journalist or an exhibitor. Simply register as a trade visitor at www.book-fair.com and purchase the Premium Membership package. You may also choose to make your profile visible to others in the Frankfurt Who's Who, where you can be found by potential business partners.

Premium Membership

€ 30.– per year

GERMAN COLLECTIVE STANDS WORLDWIDE

Each year, with its German collective stands, the Frankfurt Book Fair takes part in more than 20 fairs worldwide. If you and your publishing company want to take part in one of the German collective stands, you can find information and prices on our website or from International.Dept@book-fair.com.

If you have any questions, please refer to our website www.book-fair.com or your Book Fair contact partner (see pages 30/31).

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Please note our new address, as of 1 January 2012: Braubachstrasse 16, 60311 Frankfurt am Main, Germany

This brochure contains price information as of September 2011. Possible misprints and other errors cannot be excluded. The binding prices are those quoted in the actual registration documents. Unless otherwise indicated, all prices are subject to Value Added Tax at the applicable official rate.

YOUR CONTACT PARTNER

For all questions regarding your exhibition stand, please contact the respective contact partner of your regional or subject-based exhibition area. You will find additional service areas below.

SUBJECT-BASED EXHIBITION AREAS

Art Books/Art/Design

/ Ilona Zeiss
Phone: +49 (0) 69 2102-219
zeiss@book-fair.com

Children's Books

/ Yvonne Martens
Phone: +49 (0) 69 2102-142
martens@book-fair.com

Comics

/ Yvonne Martens
Phone: +49 (0) 69 2102-142
martens@book-fair.com

Education

/ Martina Wolff de Carrasco
Phone: +49 (0) 69 2102-211
wolffdecarrasco@book-fair.com

Frankfurt Antiquarian Book Fair

/ Jutta Roser
Phone: +49 (0) 69 2102-234
roser@book-fair.com

Gourmet Gallery

/ Maren Ongsiek
Phone: +49 (0) 69 2102-190
ongsiek@book-fair.com

Media & Entertainment: StoryDrive

/ Britta Friedrich
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friedrich@book-fair.com

Publishing Solutions and Book Trade Services

/ Mailin Choy
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Religion

/ Maren Ongsiek
Phone: +49 (0) 69 2102-190
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Stationery and Gifts

/ Barbara Stalder
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STM & Academic Publishing, Specialist Information

/ Anja Binninger
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Tourism

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INTERNATIONAL COLLECTIVE STANDS

Books on New Zealand

/ Michael Kegler
Phone: +49 (0) 6192 36932
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Frankfurt Hot Spots

/ Michael Kirchner
Phone: +49 (0) 69 2102-131
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Invitation Programme Africa, Asia, Latin America, Central and Eastern Europe

/ Corry von Mayenburg
Phone: +49 (0) 69 2102-250
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FORUMS

Education, Dialog, Audiobooks & Fiction, Children's Books

/ Barbara Stalder
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stalder@book-fair.com

CENTRES

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Centre for Business & Specialist Media

/ Anja Binninger
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Comics Centre

/ Birgit Fricke
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/ Simone Bühler
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International Library Centre (ILC)

/ Alexandra Jackel
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Phone: +49 (0) 69 2102-276
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Literary Agents & Scouts Centre (LitAg)

/ Susanne Rudloff
Phone: +49 (0) 69 2102-136
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Press Centre

/ Anne Qureshi
Phone: +49 (0) 69 2102-271
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StoryDrive Business Centre

/ Britta Friedrich
Phone: +49 (0) 69 2102-145
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Weltempfang – Centre for Politics, Literature and Translation

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GERMANY, AUSTRIA, SWITZERLAND

Fiction & Non-Fiction

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Collective Stands Audiobooks and Calendars

/ Nicole Kuttner
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SEMINARS AND CONFERENCES

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Seminars and Conferences in general, First-Timer Seminar

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Education Conference "Learning Society"

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International Rights Directors Meeting

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Fairground Advertising

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