



12-16 October 2011

**FRANKFURTER  
BUCHMESSE**

Guest of Honour Iceland

**SMALL PRICES –  
BIG EFFECT:**

EXHIBITING IN THE COMICS COLLECTIVE STAND

## OUR SERVICES FOR YOU



12-16 October 2011  
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## "THE ONE THING I REGRET IN MY LIFE IS THAT I NEVER DREW ANY CARTOONS." (PABLO PICASSO)

2011 will see the twelfth edition of the Frankfurt Book Fair's successful focal area "Fascination Comics". With its varied activities, the Comics Centre has long established itself as one of the most talked about and most widely visited locations at the Book Fair. Every year its exhibitions, discussions, presentations, events and signing sessions, as well as the comics library, attract crowds of fairgoers - young and old, general public and trade visitors, fans and media.

Exhibitors whose programmes include comics, cartoons or related books and products, and smaller publishers who are unable to hire their own stands can take advantage of the following offer.

You send us a selection of products from your programme - you can decide for yourself how many - and these will be displayed on the collective stand inside the Comics Centre. Titles and items will be well visible and presented face on, and our staff at the Comics Centre will oversee them for the duration of the Book Fair. You can conduct your meetings directly at the Comics Collective Stand, but you don't have to be present at the stand for the whole of the Fair.

If you have your own stand as an exhibitor, you can use this for carrying out meetings and negotiations in a quiet atmosphere, yet at the same time, with minimal effort, you can also present your products to fans, trade visitors and the press in the Comics Centre.

The deadline for registration is 14 June 2011. Please send the products you want to display to the address below, no later than 1 October 2011. Alternatively you can bring them personally to the Comics Centre on the Thursday preceding the Fair (11 October 2011). If you want to take your items home with you at the end of the event, you can collect them from the Comics Centre on the Sunday afternoon. Otherwise we will incorporate them into our comics library.

Please attach „Comics Collective Stand“ to the document or parcel. If you have any questions, suggestions or wishes, please contact:

Birgit Fricke  
Frankfurt Book Fair  
Reineckstrasse 3  
60313 Frankfurt am Main/Germany  
Phone: +49 (0) 69 2102-147  
Fax: +49 (0) 69 2102-227 or -277  
E-mail: [fricke@book-fair.com](mailto:fricke@book-fair.com)  
[www.book-fair.com](http://www.book-fair.com)



## OVERVIEW



12–16 October 2011  
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## COMICS COLLECTIVE STAND 2011

### Make the most of our services

- / Support from expert staff
- / Shelving supplied, including set-up and dismantling
- / Stand sign with the exhibitor's logo and company name
- / Reference to the primary stand, if applicable
- / Option to display company brochures
- / Cloakroom and storage
- / Hot and cold drinks for exhibitors and their guests
- / Tables and chairs for business talks
- / 1 exhibitor pass per participant
- / Entry in the comics programme

### Advertising and PR

- / Promotion of the Comics Collective Stand on [www.book-fair.com](http://www.book-fair.com)
- / Publication of your activities in the Calendar of Events, free of charge

### Prices

- / Individual title € 88.–
- / 1 shelf unit (4 shelves) € 554.–
- / Cataloguing fee (mandatory) € 54.–

Depending on product sizes, each shelf holds between three and five titles.

**Registration deadline:**  
**14 June 2011**

### Contact and information

Birgit Fricke  
Frankfurt Book Fair  
Reineckstrasse 3  
60313 Frankfurt am Main/Germany  
Phone: +49 (0) 69 2102-147  
E-mail: [fricke@book-fair.com](mailto:fricke@book-fair.com)  
[www.book-fair.com](http://www.book-fair.com)



12.-16. Oktober 2011  
**FRANKFURTER  
BUCHMESSE**  
Ehrengast Island

## REGISTRATION

### COMICS COLLECTIVE STAND 2011

We will participate at the Comics Collective Stand 2011

- Individual title
- 1 shelf unit (4 shelves)
- Cataloguing fee (mandatory)

#### Sender

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Contact person

\_\_\_\_\_  
Street

\_\_\_\_\_  
Postcode/Town

\_\_\_\_\_  
PO Box

\_\_\_\_\_  
PO Box postcode/Town

\_\_\_\_\_  
Country

\_\_\_\_\_  
VAT No.

### Register by 14 June 2011

\_\_\_\_\_  
Customer no.

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Extension

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Extension

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
E-mail (contact person)

\_\_\_\_\_  
Internet address

#### Invoice Address

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Contact person

\_\_\_\_\_  
Street

\_\_\_\_\_  
Postcode/Town

\_\_\_\_\_  
PO Box

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PO Box postcode/Town

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Customer no.

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Phone

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Fax

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E-mail

\_\_\_\_\_  
Country

This registration constitutes our acceptance of all stipulations included in the Terms & Conditions of Participation for collective stands at the Frankfurt Book Fair 2011.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company stamp

Please return to: Frankfurt Book Fair, Birgit Fricke, PO Box 10 01 16, 60001 Frankfurt am Main, Germany,  
Fax: +49 (0) 69 2102-227, E-mail: fricke@book-fair.com