

SPOT YOUR BUSINESS

FRANKFURT
HOT SPOTS 2011

REGISTRATION FORM
REGISTRATION DEADLINE
31 MAY 2011

/ AT THE FRANKFURT BOOK FAIR,
12-16 OCTOBER 2011

Registration

1. CUSTOMER NO. (if known)

/ _____

2. CORRESPONDENCE IN: German English

3. COMPANY ADDRESS

Company name

/ _____

Street

/ _____

Postcode | Town

/ _____

PO Box

/ _____

PO Box postcode | Town

/ _____

Country

/ _____

Phone

/ _____

Fax

/ _____

Internet address

/ _____

E-mail

/ _____

VAT ID number

/ _____

4. CONTACT PERSON Mr. Ms.

Surname

/ _____

First name

/ _____

Phone

/ _____

E-mail

/ _____

MAILING ADDRESS

Company Name

/ _____

Street

/ _____

Postcode | Town

/ _____

PO Box

/ _____

PO Box-postcode | Town

/ _____

Country

/ _____

Phone

/ _____

Fax

/ _____

Internet address

/ _____

E-Mail

/ _____

VAT ID Number

/ _____

Contact person Mr. Ms.

Surname

/ _____

First name

/ _____

Phone

/ _____

E-mail

/ _____

Registration

MAILING ADDRESS (if different)

Company name

/ _____

Street

/ _____

Postcode | Town

/ _____

PO Box

/ _____

PO Box postcode | Town

/ _____

Country

/ _____

Phone

/ _____

Fax

/ _____

Internet address

/ _____

E-Mail

/ _____

VAT ID number

/ _____

Contact person Mr. Ms.

Surname

/ _____

First name

/ _____

Phone

/ _____

E-mail

/ _____

5. BRANCH OF BUSINESS (tick off the appropriate field)

- | | | |
|---|---|---|
| <input type="checkbox"/> Agency | <input type="checkbox"/> Library Services | <input type="checkbox"/> Packager |
| <input type="checkbox"/> Association | <input type="checkbox"/> Literary Agency | <input type="checkbox"/> Photographic/Picture Agency |
| <input type="checkbox"/> Book Trade | <input type="checkbox"/> Magazines/News | <input type="checkbox"/> Printing & Manufacturing |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Marketing | <input type="checkbox"/> Publisher |
| <input type="checkbox"/> Design | <input type="checkbox"/> Media Store | <input type="checkbox"/> Scouting |
| <input type="checkbox"/> Education | <input type="checkbox"/> Multimedia/Electronic Publishing | <input type="checkbox"/> Service Provider for the Trade |
| <input type="checkbox"/> Film/Television | <input type="checkbox"/> Museum | <input type="checkbox"/> Software Development |
| <input type="checkbox"/> Games | <input type="checkbox"/> Music | <input type="checkbox"/> Telecommunication |
| <input type="checkbox"/> Hardware Production | <input type="checkbox"/> Nonbook Production/Merchandising | <input type="checkbox"/> University/Sciences |
| <input type="checkbox"/> Information Services | <input type="checkbox"/> Online Bookstores | <input type="checkbox"/> Wholesale/Distribution |
| <input type="checkbox"/> Institution | <input type="checkbox"/> Online Services | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Library | | |

6. PRODUCTS AND SERVICES (tick off the appropriate field)

- | | | |
|--|---|---|
| <input type="checkbox"/> Advertising/Marketing | <input type="checkbox"/> Educational Software | <input type="checkbox"/> Photographic/Picture Archive |
| <input type="checkbox"/> Audio/Audiobook | <input type="checkbox"/> Electronic Publishing | <input type="checkbox"/> Photography/Design/Painting/ Sculpture |
| <input type="checkbox"/> Book | <input type="checkbox"/> Film/Video | <input type="checkbox"/> Prepress |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Green Publishing | <input type="checkbox"/> Print on Demand |
| <input type="checkbox"/> Corporate Publishing | <input type="checkbox"/> Hardware | <input type="checkbox"/> Screenplay |
| <input type="checkbox"/> Databank Management | <input type="checkbox"/> Illustration | <input type="checkbox"/> Search Engine |
| <input type="checkbox"/> Database | <input type="checkbox"/> Information Management | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Digital Whiteboards | <input type="checkbox"/> Merchandising | <input type="checkbox"/> Software |
| <input type="checkbox"/> Direction/Production | <input type="checkbox"/> Mobile Products and Services | <input type="checkbox"/> Web-to-Print |
| <input type="checkbox"/> E-Book | <input type="checkbox"/> Newspaper/Magazine | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> E-Book Reader | <input type="checkbox"/> Nonbook | |

7. PROFILE (max. 250 keystrokes; longer texts will be abridged)

/ _____

8. YOUR SELECTION

8.1 HOT SPOTS

- Hot Spot Digital Relations, Hall 6.1
- Hot Spot Education, Hall 4.2
- Hot Spot Kids & Comics, Hall 3.0
- Hot Spot Mobile & Devices, Hall 8
- Hot Spot Professional & Scientific Information, Hall 4.2
- Hot Spot Publishing Services, Hall 4.0

8.2 STAND PACKAGES

- »STARTER« (stand element of approx. 3 sqm, broadband Internet, 1 x 30-min. presentation slot) € 2,360.—*
- »STATION« (stand element of approx. 6 sqm, broadband Internet, 1 x 30-min. presentation slot, LCD display) € 4,618.—*
- »STAND« (stand element of approx. 10 sqm, broadband Internet, 1 x 30-min. presentation slot, LCD display) € 6,613.—*

If you have booked the 10 square metre stand, additional stand space may be added for 549 euros per square metre up to a maximum of 20 square metres.

Stand extension (each additional square metre: € 549.—*) _____ sqm à € 549.—* Total: _____

EACH PACKAGE INCLUDES:

- ✓ A 30-minute presentation on the stage of your Hot Spot
- ✓ Hot Spot service counter with stand supervision
- ✓ Your company logo on your stand
- ✓ A locker at the stand
- ✓ Furnished stand elements, incl. carpet and electricity
- ✓ DSL connection
- ✓ Access to the Hot Spot business lounge/ café bar
- ✓ Publication of your details in the Frankfurt Catalogue and Who's Who online
- ✓ Unlimited searching in the Frankfurt Catalogue and Who's Who online
- ✓ Publication of your details in the print version of the Catalogue
- ✓ Free publication of your activities in the Calendar of Events
- ✓ Publication of the list of exhibitors on the Hot Spots website (logo and company profile), as well as in press releases and a special SPARKS/Hot Spots brochure

8.3 OUR PREFERRED DATE FOR THE EVENT | TALK**

Each Hot Spot registration includes a 30-minute presentation slot on your Hot Spot's stage. Please tell us your preferred time slot:

- Wednesday, 12 October 2011
- Thursday, 13 October 2011
- Friday, 14 October 2011
- Saturday, 15 October 2011
- Sunday, 16 October 2011

The subject of our event | talk is

/ _____

Speaker

/ _____

Language

- German English

9. SPOTLIGHT ON YOUR BUSINESS: YOUR STAGE

The Hot Spot stages are small event stages located within each Hot Spot. The perfect platform for you to present your business or product!

The SPARKS stages in Hall 4.2 (STM, Academic Publishing & Specialist Information) and Hall 8 (the English-speaking world) are central event spaces organised by theme and geared toward a broader audience. An ideal platform for discussions and talks or attention-getting product launches.

Presentation slots on the Hot Spot and SPARKS stages are reserved for exhibitors of the Frankfurt Book Fair. Booking a Hot Spot stand entitles you to one slot »for free«.

9.1 HOT SPOT STAGE

<input type="checkbox"/> Hot Spot Digital Relations, Hall 6.1	<input type="checkbox"/> 30-min. slot	€ 590,-*	<input type="checkbox"/> 60-min. slot	€ 1,180.-*
<input type="checkbox"/> Hot Spot Education, Hall 4.2	<input type="checkbox"/> 30-min. slot	€ 590,-*	<input type="checkbox"/> 60-min. slot	€ 1,180.-*
<input type="checkbox"/> Hot Spot Kids & Comics, Hall 3.0	<input type="checkbox"/> 30-min. slot	€ 590,-*	<input type="checkbox"/> 60-min. slot	€ 1,180.-*
<input type="checkbox"/> Hot Spot Mobile & Devices, Hall 8	<input type="checkbox"/> 30-min. slot	€ 590,-*	<input type="checkbox"/> 60-min. slot	€ 1,180.-*
<input type="checkbox"/> Hot Spot Professional & Scientific Information, Hall 4.2	<input type="checkbox"/> 30-min. slot	€ 590,-*	<input type="checkbox"/> 60-min. slot	€ 1,180.-*
<input type="checkbox"/> Hot Spot Publishing Services, Hall 4.0	<input type="checkbox"/> 30-min. slot	€ 590,-*	<input type="checkbox"/> 60-min. slot	€ 1,180.-*

9.2 YOUR CHOICE OF SPARKS STAGE

SLOT 1

<input type="checkbox"/> SPARKS stage, Hall 4.2, 60-min. presentation slot	€ 1,780.-*
<input type="checkbox"/> SPARKS Stage, Hall 8, 60-min. presentation slot	€ 1,780.-*

SLOT 2

<input type="checkbox"/> SPARKS stage, Hall 4.2, 60-min. presentation slot	€ 1,780.-*
<input type="checkbox"/> SPARKS stage, Hall 8, 60-min. presentation slot	€ 1,780.-*

SLOT 3

<input type="checkbox"/> SPARKS stage, Hall 4.2, 60-min. presentation slot	€ 1,780.-*
<input type="checkbox"/> SPARKS stage, Hall 8, 60-min. presentation slot	€ 1,780.-*

9.3 YOUR PREFERRED TIME SLOT**

Slots are available at the Hot Spot and SPARKS stages from Wednesday to Saturday from 9 a.m. to 6 p.m. and on Sunday from 9 a.m. to 5 p.m.

SLOT 1

Stage

/ _____

Our preferred date for the event | talk:**

- Wednesday, 12 October 2011
- Thursday, 13 October 2011
- Friday, 14 October 2011
- Saturday, 15 October 2011
- Sunday, 16 October 2011

Language

- German English

The subject of our event | talk is

/ _____

Speaker

/ _____

SLOT 2

Stage

/ _____

Our preferred date for the event | talk:**

- Wednesday, 12 October 2011
- Thursday, 13 October 2011
- Friday, 14 October 2011
- Saturday, 15 October 2011
- Sunday, 16 October 2011

Language

- German English

The subject of our event | talk is

/ _____

Speaker

/ _____

SLOT 3

Stage

/ _____

Our preferred date for the event | talk:**

- Wednesday, 12 October 2011
- Thursday, 13 October 2011
- Friday, 14 October 2011
- Saturday, 15 October 2011
- Sunday, 16 October 2011

Language

- German English

The subject of our event | talk is

/ _____

Speaker

/ _____

10. YOUR EVENT IN THE HOT SPOT LOUNGE

For your networking events or get-togethers, we are pleased to offer you access to the Hot Spot Lounge. You take care of your guests; we'll take care of the rest.

10.1 YOUR CHOICE OF LOUNGE

- Hot Spot Digital Relations, Hall 6.1
- Hot Spot Education, Hall 4.2
- Hot Spot Kids & Comics, Hall 3.0
- Hot Spot Mobile & Devices, Hall 8
- Hot Spot Professional & Scientific Information, Hall 4.2
- Hot Spot Publishing Services, Hall 4.0

10.2 YOUR CHOICE OF EVENT

- Two-hour event, ca. 50 to 70 people, incl. event management (catering, music) € 2,400.-*
- Two-hour event, ca. 100 people, incl. event management (catering, music) € 3,000.-*
- Please create a customised offer

10.3 OUR PREFERRED DATE FOR THE EVENT | TALK**

- Wednesday, 12 October 2011
- Thursday, 13 October 2011
- Friday, 14 October 2011
- Saturday, 15 October 2011
- Sunday, 16 October 2011

Comments

/ _____

11. SEE THE FAIR THE WORRY-FREE WAY: »FULL IMMERSION PACKAGE« (FIP)

The »Full Immersion Package« offers an optimal start for newcomers to the Fair. It includes a comprehensive introduction, along with a guided tour of the Fair and networking opportunities. Interested?

- Yes, please send me more information about FIP
- No, I am not interested in FIP

MISCELLANEOUS

- We would like to receive regular news and updates from the Frankfurt Book Fair, particularly regarding SPARKS activities
- We would like to receive information via e-mail about the products and services of the Frankfurt Book Fair and its foreign offices
- We are interested in advertising and/or banners
- We would like to learn more about sponsorship opportunities

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

/ _____
Company name | Name

/ _____
Date | Signature

* The quoted prices are binding and subject to Value Added Tax at the applicable official rate.

** Please note that we cannot guarantee your preferred time slot and times are subject to change for organisational reasons.