



10–14 October 2012

**FRANKFURTER
BUCHMESSE**

Guest of Honour New Zealand

NEWCOMER PACKAGE

The first step is easy – and above all, affordable!

- / Planning to exhibit for the first time at the Frankfurt Book Fair 2012? Sign up for the affordable Newcomer Package. You save 10 per cent!
- / For only 3,650 euros, you get a fully fitted 8 sqm stand and a wide range of additional services to help prepare and publicise your attendance for the maximum impact.

INCLUDED IN OUR NEWCOMER PACKAGE:



8 sqm row stand € 2,932.-*

Incl. use of the system stand module (see information in Registration Set), carpet, stand nameplate, three exhibitor passes.



Environment and energy surcharge € 80.-*

Making it a greener Fair: environmentally friendly waste disposal, electricity supply (1 kW), electricity consumption (eco-supply), air conditioning, eco-friendly basic cleaning services.



Cataloguing fee € 110.-*

A company entry in the print Catalogue and online in the Frankfurt Catalogue, any number of online entries in the Frankfurt Who's Who and the Frankfurt Rights Catalogue, all-year access to online directories at www.book-fair.com for all registered employees, a print copy of the Catalogue.



Furniture Set 2 € 277.-*

Three chairs, one table, four wide-angle spotlights, one wastepaper basket.



Attendance at First-Timer Seminar (9 October 2012, 10.00 a.m.) € 60.-*

Insight into rights and licence trade, valuable tips on how to make the most of being at the Book Fair. Including follow-on tour of the Fair.



Four trade visitor one-day tickets € 120.-*

To send to your clients.



Press Services Combi Package € 498.-*

Press Box in the Press Centre: you supply us with your press material – we ensure your press box is marked with your company name and is always fully supplied.

Online Press Service (to the end of 2012): send your press releases online to all the accredited journalists who are interested in your subject areas! Your press releases are also displayed at www.book-fair.com.



Standard price total: € 4,077.-*

Our price for you: € 3,650.-*

**YOU SAVE
€ 427.-
(- 10% ON THE
STANDARD PRICE!)**

*All prices are subject to Value Added Tax at the applicable official rate.

ALSO INCLUDED WITH THE NEWCOMER PACKAGE:

/ AFTER REGISTRATION:

Manual for first-time participants to the Frankfurt Book Fair 2012

/ 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

The 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.



8 sqm system stand with
Furniture Set 2

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SIMPLY COMPLETE THE ENCLOSED REGISTRATION FORM FOR THE FRANKFURT BOOK FAIR 2012 AND ...

... OFF YOU GO:

- / On page **1 Registration Participation**, tick the Newcomer Package option.
- / You do not need to answer the points on page **2**.
- / Please answer the questions on catalogue entry on page **3 Registration Catalogue Entry** and sign the form on this page.
- / On the **Registration Company Profile** (page **5**) enter the branch of business, products and services as well as publication topics that apply to your company.
- / Send us your signed registration as soon as possible to make sure of your Newcomer Package.

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