

# YOUR STAND AT THE FAIR – OUR OFFERS

Whether you choose our economical and practical system stand or a custom-built stand of your own, the Frankfurt Book Fair offers just the right presentation space to meet your needs. The prices for participating in 2012 can be found in the overview section "Price List 2012". Please take note of the following explanations for each of the listed items:

## Empty floor space for custom-built stands

The rental fee includes the exhibition space and a defined number of exhibitor passes (depending on the size of the rented space) for free access to the exhibition site. During the Fair, your exhibitor pass also allows you to use the entire Rhine-Main public transport network for free.

Aside from the exhibition floor space, we also charge for publication of your details in our catalogues (print and online), which covers all related online services as well. An environment and energy surcharge is also obligatory, contributing to a greener Frankfurt Book Fair. You will find more details about each of these additional fees below.

Please take note of our notes on use of custom-built stands on page 18 of this document or available for download at [www.book-fair.com/customer-built](http://www.book-fair.com/customer-built).

## System stands

In order to promote a wide diversity of exhibitors, the Frankfurt Book Fair offers prefabricated system stands ideal for smaller companies. The system stand can be ordered when you register. When you order one of these 4 or 8 square metre stands you also profit from an attractively priced rental fee for an exhibition space of this size.

The stand price includes the use of the stand (with shelving and bench cabinets), carpeting (rep, flecked grey) and a stand nameplate. As in the case of empty space for custom-built stands, a certain number of free exhibitor passes (incl. free travel on local public transport) are likewise included in the stand rental fee.

In the section "Information on system stands" you will find further information and illustrations about the different system stand options as well as examples of total costs, including the obligatory cataloguing fee and environment and energy surcharge. This information may also be found online at [www.book-fair.com/system-stand](http://www.book-fair.com/system-stand).

## Special stand positions

We offer attractive stand positions to exhibitors who would like more space for their stand design or greater visibility. The extra fees for these stand positions are only charged for the first 75 sqm. We will do our best to take your requests into consideration but we cannot guarantee the allocation of certain positions in advance. Please note that the side walls of our system stands cannot be completely removed in corner positions. If you would like more flexibility in the layout of your stand, you may also order

half-open side walls for no extra fee (when booking a corner stand). Simply specify this on your registration form.

## Fair Package

To help simplify your preparations for the Fair, we have created a new bundle of services for you. The Fair Package provides you with a 12 square metre system stand with numerous extras. One fair price includes stand decoration, furnishing, catering, additional entrance tickets as well as advising on transport and logistics. You can find more detailed information in the "Fair Package" section of this brochure (p. 17).

## Environment and energy surcharge (obligatory)

Exhibiting in Frankfurt means contributing to an environment-friendly exhibition concept. Our environment and energy surcharge is calculated according to the size of your stand and helps pay for eco-friendly waste disposal, your 1 kW electrical supply, your electricity consumption at the stand (eco-electricity), hall air conditioning and eco-friendly hall cleaning.

Furthermore, all Frankfurt Book Fair print products are on FSC paper and our halls have almost 100% recyclable carpets. With your help, we aim to further pursue this environmental commitment in the future as well.

## Cataloguing fee (obligatory)

10,500 prints of the exhibitor catalogue are distributed during the Fair. It is vital that your company can be found in this essential reference book. The online version contains the same information plus details about so-called "online exhibitors", companies without a stand at the Book Fair. All exhibitors receive a copy of the printed exhibitor catalogue free of charge.

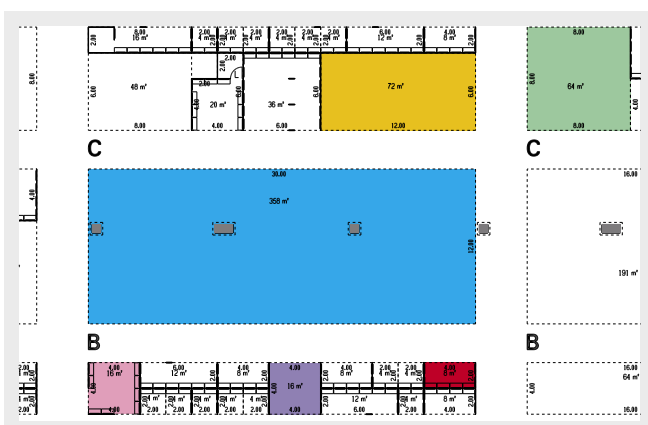
For an extra fee, you may also have a colour logo printed with your company profile (see "Price List 2012", Advertising & PR).

The cataloguing fee includes your company entry in the exhibitor catalogue print/online per stand as well as unlimited entries in the online directories **FRANKFURT WHO'S WHO** and **FRANKFURT RIGHTS CATALOGUE**.

✓ The **FRANKFURT WHO'S WHO** contains the contact details of publishing and media professionals including position, areas of responsibility and keyword references.

✓ The **FRANKFURT RIGHTS CATALOGUE** lists more than 16,700 book titles as well as titles of electronic publications from 65 countries and in 47 languages whose key rights (translation, film/TV, audio, merchandising) are still available for licensing.

**STABILITY AND SUSTAINABILITY**  
Renovation of the tried-and-tested stand materials  
(see page 12 for more information)



Various special stand positions using Hall 5.1 as an example

### Additional stand elements for system stands

If you would like to adapt your system stand, when you register, you can order supplementary stand elements such as half-open walls or cubicles with doors. For detailed information about these possibilities, please see the section “Information on system stands” or go to [www.book-fair.com/system-stand](http://www.book-fair.com/system-stand).

### Standard furniture for system stands

We would like you to feel comfortable at your stand and have the choice of arranging it according to your wishes. That’s why, when you register, we offer you a selection of standard furniture sets (with tables, chairs and spotlights) to choose from. You can find more details on these options in the section “Information on system stands”. In addition, our furniture suppliers also offer bistro stools, cantilever chairs, smoked glass tables, display cabinets and more. You can find contact details and order forms as from spring of 2012 at [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors).

### Special set-up needs (for custom-built stands only)

Stands which require early set-up and/or extended dismantling hours or are taller than otherwise allowed will need authorisation and will be subject to an extra fee. Please refer to our “Notes on use of custom-built stands” in this document or available for download at [www.book-fair.com/customer-built](http://www.book-fair.com/customer-built).

### Co-exhibitors

If your affiliate companies or imprints should have a separate listing in our catalogues, they must be registered as co-exhibitors at your stand. We charge 284.– euros for each co-exhibitor. Each co-exhibitor fills out a separate registration form and receives a unique stand nameplate (only for system stands), their company profile in the catalogues (print and online), an exhibitor pass as well as a printed copy of the Catalogue. Co-exhibitors also have full access to our online services.

### Cross references

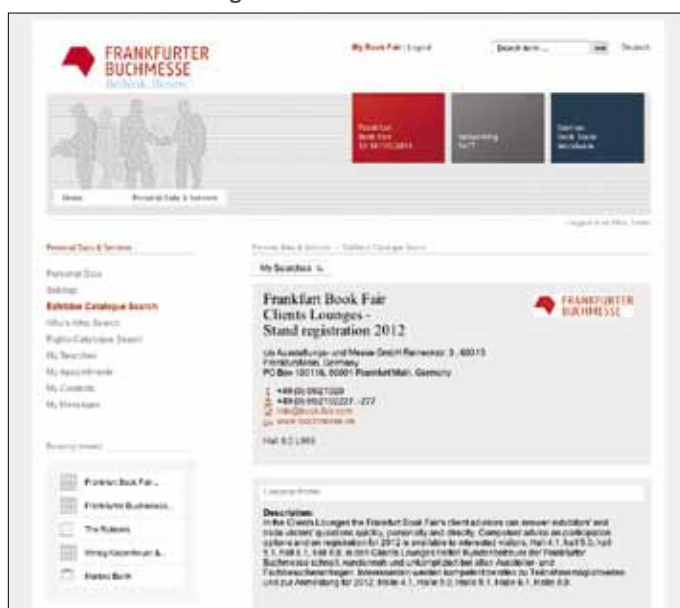
Cross references make sense when your company name has several words and cannot easily be allocated to one alphabetic search term. Example: “Edition Hans Müller, see: Müller, Edition Hans”. Please note, however, that cross references must actually be a part of the company name and not refer to external companies, affiliate companies or imprints. An example of an unacceptable cross reference would be: “Edition Hans Müller, see: Braun Publishing Group”.

### Other exhibiting opportunities

You may want to present certain products in a unique thematic setting or you may not feel ready to rent a complete stand yet at the Fair. This is why we offer a wide range of other exhibiting opportunities which are dedicated to drawing attention to specific exhibitor or product groups. You can find detailed information in our brochure “Offers and Prices 2012” and at [www.book-fair.com](http://www.book-fair.com) or simply ask your contact partner at the Frankfurt Book Fair.

Your entry also appears automatically in our online directory, the Frankfurt Catalogue.

This is what your entry could look like in the Catalogue



# PRICE LIST 2012

Part of the "Terms & Conditions of Participation". The quoted prices are binding and subject to Value Added Tax at the applicable official rate. Examples of total costs for different stand sizes (incl. obligatory fees) can be found in the section "Information on system stands" (p. 12).

**EARLY BIRD PRICE**  
until 30 November 2011!  
**APPLICATION DEADLINE:**  
31 January 2012

## Empty floor space for custom-built stands

Exhibition space, exhibitor passes (number depending on stand size)

	Standard	Early bird*
Row position 8 sqm .....	€/sqm 351.–	€/sqm 344.–
Row position starting from 12 sqm .....	€/sqm 414.–	€/sqm 402.–

## System stands

Exhibition space, use of system stand (see "Information on system stands"), carpeting, stand nameplate, exhibitor passes (number depending on stand size)

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

## Special stand positions

**Corner stand** or walk-through row stand

(fronting two gangways).....+ 10% of stand rental fee

**Peninsula stand** (fronting three gangways).....+ 15% of stand rental fee

**Island stand** (fronting four gangways).....+ 20% of stand rental fee  
only charged for the first 75 sqm

## Fair Package

12 sqm system stand including furnishing, decoration, lunch packs, entrance tickets and other services. For details see "Fair Package"

**Fair package row stand** .....

**Fair Package corner stand**

(if corresponding stand position possible) € 8,550.–

## Environment and energy surcharge (obligatory)

Contribution to a greener Fair: eco-friendly waste disposal, electrical supply (1 kW), electricity consumption (eco-electricity), hall air conditioning, eco-friendly cleaning

**4 sqm stand** .....

**Stand 8 sqm or 12 sqm** .....

**Stand > 12 sqm** .....

## Cataloguing fee (obligatory)

Catalogue entry print/online; unlimited entries in the online Frankfurt Who's Who, unlimited title entries in the online Frankfurt Rights Catalogue, year-round access to all directories at [www.book-fair.com](http://www.book-fair.com) for all registered employees, a printed copy of the Catalogue

**4 sqm stand** .....

**Stand > 4 sqm** .....

\* The early bird discount rate applies when you submit a binding application for the Frankfurt Book Fair 2012 between 13 October and 30 November 2011.

## Supplementary stand elements for system stand modules

For illustrations see "Information on system stands"

**Half-open wall** (2 m) .....

**Cubicle without door** (2 x 2 m) .....

**Cubicle with door** (2 x 2 m) .....

## Standard furniture for system stand modules

For more details see "Information on system stands"

**Furniture Set 1** .....

**Furniture Set 2** .....

**Furniture Set 3** .....

**Furniture Set 4** .....

**Furniture Set 5** .....

## Special set-up needs (for custom-built stands)

**Early set-up**

**and/or extended dismantling** .....

(only for custom-built stands ≥ 40 sqm)

**Excess stand height** (only for custom-built stands higher than 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

## Co-exhibitor fee

Exhibitor pass, stand nameplate with your company name (if requested and if it is a system stand), company details published in the printed exhibitor catalogue and online Frankfurt Catalogue, unlimited entries in the online Frankfurt Who's Who and Frankfurt Rights Catalogue, year-round access to all directories at [www.book-fair.com](http://www.book-fair.com) for all registered employees, a printed copy of the Catalogue

**per co-exhibitor** .....

## Advertising & PR

Advertisements print/online and Advertising Packages see:

[www.book-fair.com/advertising](http://www.book-fair.com/advertising)

**Logo 4c** (print and online catalogue).....

**Cross reference in the printed Catalogue**

(max. two cross references).....

**Online Press Service**

(from the time of booking to the end of 2012).....

**Press Box in the Press Centre**.....

**Press Services Combi Package**

Online Press Service and

Press Box in the Press Centre .....

**Calendar of Events**

(unlimited entries) .....

## Other opportunities for exhibiting

Collective exhibition areas with dedicated themes help exhibitors advertise their products in a fitting environment – instead of, or in addition to, having an own stand. Our work centres offer agencies a quiet atmosphere for business talks. You can find details about our individual offers at [www.book-fair.com](http://www.book-fair.com) or in our brochure "Offers and Prices 2012". A member of our team would also be happy to answer your questions.