

# IMPORTANT INFORMATION FROM A TO Z

## Fair preparation and attendance

You will find more information in the „Fair A to Z“ that will be brought to your stand before the Fair begins as well as be available for download on [www.book-fair.com](http://www.book-fair.com) in October.

### ADMISSION FOR AUTHORS

For entry to the exhibition site, authors need to provide proof of their occupation to be entitled to purchase a trade visitor ticket. Alternatively, you can also send tickets or vouchers to your authors in advance. Submit an order for these using the form enclosed with this Service Set.

A limited number of honorary tickets for authors are also available. Costing 30 euros, these are invoiced in the same way as vouchers and do not require registration as a trade visitor. To order honorary tickets for authors, please contact [staebler@book-fair.com](mailto:staebler@book-fair.com).

To arrange for special guests to be brought by limousine direct to the hall entrance, please contact:

### Travel Service ETS GmbH & Co. KG

Phone: +49 (0) 69 271010

Fax: +49 (0) 69 235695

E-mail: [info@ets-frankfurt.de](mailto:info@ets-frankfurt.de)

[www.ets-frankfurt.de](http://www.ets-frankfurt.de)

### ADVERTISING ON THE EXHIBITION SITE

It is not permitted to hand out self-adhesive stickers or any other form of advertising material outside the stand. Gas-filled balloons are not allowed inside the halls. For information on booking advertising spaces and to apply for promotion activities, go to [www.book-fair.com/advertising](http://www.book-fair.com/advertising).

### BENCH CABINETS

The system stand modules include one lockable bench cabinet per metre of rear wall. For 49 euros, you can purchase loose locks for your bench cabinets in Hall 4.C at the main info counter and Hall 8.0 West at the info counter. Bench cabinets should be cleared of all content by Monday morning (17 October) at the very latest. On Monday midday, all bench cabinets will be cleaned and all remaining content will be disposed of.

### BOOK SALES

As in previous years, book sales to the general public will be permitted on the last day of the Fair, Sunday, 16 October 2011, as well as at events held in the forums. In accordance with price restriction laws, sales to the general public must be at the fixed shop price. At the Frankfurt Antiquarian Book Fair, sale of antiquarian books is possible at all times during the Fair.

### BOOKSHELVES

The Frankfurt Book Fair stand system modules are always provided with four bookshelves per metre wall which you will find on your stand before the Fair begins. These are easily attached to the walls in the way you wish. Surplus bookshelves can be deposited in the metal containers

at the side of the hall. You can also take additional shelves from here if required. Please do not put bookshelves inside the bench cabinets!

We hope you understand that we cannot clean stand bookshelves. The dust caused by stand set-up itself would immediately make them dirty again, and pre-cleaning plus packaging would produce unnecessary waste material.

### BOOK TAGS

Book tags for your new titles are available free of charge at the information counters in Halls 4.C and 8.0 West.

### CALENDAR OF EVENTS

Using the online form is the fastest way to get your events into the Frankfurt Book Fair's Calendar of Events 2011. Entering your events is easy and free. If you are the online administrator or are listed in the Who's Who, log on at [www.book-fair.com/login](http://www.book-fair.com/login), click "Company Data" and then click "Register Events". The system takes you through the entry for an event which you can also update at any time after it has been saved.

The form included with this Service Set is an alternative option.

### Closing date print version:

31 August 2011 by post or fax

5 September 2011 for online registration

### Earlier deadline for Guest of Honour events:

15 August 2011 by post or fax

31 August 2011 for online registration

Our editors will check and activate your entry information. Registrations and amendments after the above deadlines can only be included in the online version.

The constantly updated Calendar of Events can be looked through at [www.book-fair.com/calendar](http://www.book-fair.com/calendar).

### CARPETING

If you have ordered the stand system modules of the Frankfurt Book Fair, your stand is automatically fitted with carpeting (rep, flecked grey). This means that you do not need to order carpeting separately. Should you require another type of carpet, this will have to be ordered and paid for directly with the relevant service provider, whose address you can find on [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors). However, please note that the standard carpet will be fitted in any case and charged.

### CATALOGUE

The Frankfurt Book Fair's exhibitors' Catalogue is published in a printed and an online version. In the online catalogue, all exhibitors' details may be updated at any time before, during and after the Fair. A voucher for your free printed copy of the Catalogue is enclosed with this Service Set. You can collect it on Monday, 10 October, and Tuesday, 11 October, at the info counters in Halls 4.C, 4.1 and 8.0 West. As from Wednesday, 12 October, you can pick up your copy from any of the Catalogue sales points.

### CEILING SUSPENSIONS

Suspensions from the ceiling are subject to approval and accordingly, request for their use must be submitted to the organiser with stand plans. Their installation must be carried out by the organiser's contractor and is to be ordered separately from:

### Herbert Stähler Elektroanlagen GmbH

Phone: +49 (0) 6195 9901-50

Fax: +49 (0) 6195 9901-43

E-mail: [staehler@electronica-germany.de](mailto:staehler@electronica-germany.de)

[www.herbert-staehler.de](http://www.herbert-staehler.de)

### CLEANING SERVICES

The environment and energy surcharge includes daily cleaning of your stand after the close of business (surface cleaning of the carpet every evening as well as emptying wastepaper baskets). If you have additional requests for extra cleaning services, please contact the exhibition site cleaning services directly:

Phone: +49 (0) 69 7575-6911, -6731, -6846

Fax: +49 (0) 69 7575-6954

These additional cleaning services will be charged separately by the cleaning company and will have to be paid by the exhibitor directly. Please put discarded glass items together in front of your stand in the evening. These will be collected separately.

### CLOSED REAR STAND WALLS

Double deep stands straddling two aisles back to back must not be closed off completely on one side, if they are four or more metres wide. At least 50% of the stand rear wall must be kept open. If you are in any doubt, please send us a plan of your stand layout.

### CLOSING TIME

The Frankfurt Book Fair closes for visitors at 6.30 p.m. (on Sunday, 16 October 2011, at 5.30 p.m.) and exhibitors are asked to leave the site by 7.30 p.m. Please note that for security reasons, the exhibition site must be cleared of all persons other than the police and security guards by 8.00 p.m. at the latest.

### COMPUTERS

see: IT

### DECORATION OF SYSTEM STANDS

see: Stand structures

### DELIVERY

Exhibit items can be delivered to the stand by a forwarding agent, courier service or the postal services during the set-up times as given above. Please arrange delivery times directly with the company you have contracted, i.e. for when you will be on your stand to take delivery of such items.

All deliveries to your stand must be clearly addressed as follows:

#### **Exhibitor name, hall and stand number**

#### **Frankfurt Book Fair**

#### **MESSEGELÄNDE**

#### **Ludwig-Erhard-Anlage 1**

#### **60327 Frankfurt am Main**

#### **Germany**

Please do not under any circumstances address your items to the office address of the Frankfurt Book Fair!

See also: Forwarding agent

To make deliveries during the Book Fair, you can use an interim car entry permit. These are available from 12 to 15 October for entry between 9.00 a.m. and 5.00 p.m. (from 10.00 a.m. on Wednesday, 12 October). You can obtain an interim car entry permit valid for two hours at the gates, if you pay a deposit of 100 euros. Please use the east or south gates (Tor Ost or Tor Süd) for Hall 3, the north or south gates (Tor Nord or Tor Süd) for Halls 4, 5 and 6, and gate 9 (Tor 9) for Hall 8. When you give back the permit to the same gate within the allotted time, your deposit will be returned. **On the final day of the Fair (16 October), it will not be possible to use an interim permit.**

#### **DISMANTLING**

The Fair officially ends on Sunday, 16 October 2011, at 5.30 p.m. – all stands must be occupied until that time (see: Stands to be occupied until the end of the Fair!).

As soon as visitors have left the exhibition site, the aisle carpeting in all halls will be removed – only then can packing material be delivered to stands.

#### **Start of dismantling:**

Sunday, 16 October 2011, approx. 6.30 p.m.

#### **End of dismantling:**

Monday, 17 October 2011, midnight (non-stop)

#### **Access roads to the exhibition site are closed as from 2.00 p.m. on the last day of the Fair, Sunday, 16 October.**

Assembly point for lorries and vans is the Rebstock parking area – from here all vehicles used for dismantling will drive in a convoy to the exhibition site at approx. 7.00 p.m. Access routes to the exhibition site from the other roads will not be opened until the last vehicle in this convoy has arrived on site.

Exhibitors with parking permits for the exhibition site (P4, P12, etc.) are also only allowed to drive to their parking spaces up until 2.00 p.m.

Entry to the exhibition site from the car parks is only possible when the entire convoy has entered the site (approx. 7.30 p.m.). For this reason, users of parking lots P4, P12 etc. are requested to load their vehicles there directly. We would like to draw your attention to the increased security risk during dismantling and we ask all exhibitors to ensure that their stands and exhibits are properly guarded throughout this time.

The complete clearance and cleaning of all system stands as well as the dismantling of custom-built stands must be completed by midnight

on Monday, 17 October 2011, at the latest. Bench cabinets should be cleared of all content by Monday morning at the very latest. On Monday midday, all bench cabinets will be cleaned and all remaining content will be disposed of. The Frankfurt Book Fair accepts no responsibility for materials not removed by this time.

An extended dismantling until Tuesday, 18 October 2011, is only possible for exhibitors using their own stands of 40 sqm or more with special permission from the Frankfurt Book Fair depending on the availability of the hall. Please send the name of your company, stand number and requested date by 26 August to [weinmann@book-fair.com](mailto:weinmann@book-fair.com). A flat fee of 750 euros for extended dismantling will only be charged if the extension has not been applied for and invoiced at the same time as application for early set-up (see: Set-up of stands).

#### **ELECTRICAL CONTRACTOR AND INSTALLATIONS**

Connection to the electricity supply system is provided automatically with standard system stands and you only have to order lighting appliances.

If you have ordered the Standard Furniture Set for your stand, this includes the appropriate number of wide-angle spotlights. One 1 kW socket per stand is installed directly on the power supply line. All other services such as installation or wiring and additional kW must be ordered from the Frankfurt Book Fair's contractor electrician (Firma Stähler) and be paid for separately (order form on [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors)). If you use your own stand material, please send a plan of your stand to Firma Stähler, showing the position of your switch box.

All exhibitor's own electrical installations, if not fitted by our official electrician, must be inspected by the latter for correct technical compliance prior to connection to the electricity supply system (cf. para. 4.3 of the Technical Regulations). Orders for electrical installations during the set-up days must be paid for immediately in cash. When using low voltage appliances, please ensure compliance with the Technical Regulations as enclosed with the order form for electricity connection and supply.

#### **Herbert Stähler Elektroanlagen GmbH**

Phone: +49 (0) 6195 9901-50

Fax: +49 (0) 6195 9901-43

E-mail: [staehler@electronica-germany.de](mailto:staehler@electronica-germany.de)

[www.herbert-staehler.de](http://www.herbert-staehler.de)

#### **Information counter at the exhibition site:**

Hall 4.C, room 149, and Hall 8.0 West

#### **EXHIBITOR PASSES**

Your free exhibitor passes as well as an order form for additional passes are enclosed with this Service Set. From 10 to 17 October 2011, these passes are valid for admission to the Frankfurt Book Fair as well as for use of the local public transport system (RMV) for travel to and from the exhibition site.

#### **Free passes are allocated in accordance with the size of your stand:**

4 sqm stand: 2 passes

8 sqm stand: 3 passes

12 sqm stand: 4 passes

16 sqm stand: 5 passes

20 sqm stand: 6 passes

Stands of over 20 sqm are allocated two more passes per every additional 10 sqm.

(For example: 30 sqm: 6 + 2 = 8 passes)

#### **For national stands, this also applies with the following exception:**

For stands of over 20 sqm, one pass will be allocated for every additional 10 sqm.

(For example: 30 sqm: 6 + 1 = 7 passes)

For each registered co-exhibitor, you will be sent an additional exhibitor pass (not valid for country exhibitions). Please forward this pass to the co-exhibiting company.

If you require additional passes, then please use the enclosed order form. If you need to access the exhibition site before 10 October, please use the set-up and dismantling passes that you have also received with this Service Set (see: Set-up and dismantling passes).

#### **FASCIA BOARDS**

see: Stand signs

#### **FORWARDING AGENT**

Official forwarding agent of the Frankfurt Book Fair is Panalpina Welttransport GmbH whose address you can find on

[www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors).

Panalpina sends the necessary documents on request.

The international subsidiaries of Panalpina prepare group shipments to Frankfurt from several countries. If you are interested, please get in touch with the companies listed by Panalpina in their information packages.

As it is in your own interest to ensure that transport goes smoothly, please ensure that you follow their instructions to the letter – if only to avoid problems with strict customs controls for trade fair goods. Of course, you can also use your own trusted forwarding company for your transport needs.

Customs clearance of items sent through the post is complicated and we strongly advise against using postal services. If postal dispatch is unavoidable, please send a pro forma invoice to your forwarding agent stating the total number of parcels, so that the agent can clear your parcels at the postal customs office and store them until the Book Fair. However, this is only possible if they have been properly franked. This also applies

to express rail consignments. Unfranked items will not be delivered by the freight forwarding agents. Urgent overseas parcels are best sent by air freight. Please note that there are special rates for books.

See also: Delivery

### FURNITURE RENTAL

Standard furniture sets for system stands are usually ordered with the regular stand registration. If this has been forgotten, just e-mail your order to the account manager looking after you at the Frankfurt Book Fair. If you need additional individual items of furniture, these can be ordered through the relevant service contractor before or during the Fair:

#### Messe Frankfurt Medien und Service GmbH

Mietmoebel und Bodenbelaege  
Phone: +49 (0) 69 7575-6001, -6570, -5839  
Fax: +49 (0) 69 7575-6285  
E-mail: [ausstattung@messefrankfurt.com](mailto:ausstattung@messefrankfurt.com)

Service counter on the exhibition site:  
Hall 4.C and Hall 8.0 West.  
See also: Bookshelves

### HOSTESSES

The services of stand personnel with and without foreign language skills can be arranged through:

#### Eventence

Phone: +49 (0) 69 75602-2434  
E-mail: [info@eventence.de](mailto:info@eventence.de)

### HOTEL RESERVATION AND PRIVATE ROOMS | ACCOMMODATION SERVICES

To make your reservations, please either contact the relevant hotels direct, or Tourismus + Congress GmbH which has limited availability at a number of hotels:

#### Tourismus + Congress GmbH

Phone: +49 (0) 69 212-30808  
Fax: +49 (0) 69 212-40512  
E-mail: [info@infofrankfurt.de](mailto:info@infofrankfurt.de)

You can get more information, contact addresses and also find out more about the possibility of booking hotels and private rooms online on [www.book-fair.com/accommodation](http://www.book-fair.com/accommodation).

### INSURANCE FOR EXHIBITS AND STAND EQUIPMENT

Application forms for transport insurance and against theft of exhibit items can be downloaded on [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors). Please remember to insure rented stand equipment as well as furniture, electrical appliances etc. if the hire company does not do this automatically. This is generally stated on the order forms. Please note that this point does not apply to the stand material of the Frankfurt Book Fair. Note: insurance coverage is generally only valid upon receipt of premiums by the insurer. We recommend that you arrange a security guard for your stand if you have unusually valuable exhibits or technical equipment (see Night guards).

### INTERIM ACCESS DURING THE FAIR

see: Delivery

### INTERNET

see: Telecommunications | Internet

### IT

A list of service contractors where you can order computer equipment and Internet connections can be found enclosed in this Service Set and at [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors). The order, its execution and payment will be handled by the respective company directly.

### LICENCE FOR DRINKS

If you want to install a tap system for beer or other alcoholic drinks, you must obtain a licence in advance from the local authorities:

#### Ordnungsamt der Stadt Frankfurt

Phone: +49 (0) 69 212-44422  
Fax: +49 (0) 69 212-44423  
E-mail: [ordnungsamt@stadt-frankfurt.de](mailto:ordnungsamt@stadt-frankfurt.de)  
[www.ordnungsamt.frankfurt.de](http://www.ordnungsamt.frankfurt.de)

### LOW EMISSION ZONE FRANKFURT

As from 2008, Frankfurt has been one of the German cities with an environmental zone requiring a windshield badge. If you want to drive through Frankfurt's city centre by car, please obtain the required environmental badge in good time before your visit. Information at [www.umweltzone.frankfurt.de](http://www.umweltzone.frankfurt.de).

### MESSAGE SERVICE

You would like to have messages brought to your stand? All messages sent to the fax number +49 (0) 69 7575-41054 (Info Center at the exhibition site) will be brought to you on your stand within 30 minutes for a fee.

### NIGHT GUARDS

Night security guards must be hired through Messe Frankfurt Venue GmbH & Co. KG. For security reasons, no other companies are allowed on site after 7.00 p.m. and before 8.00 a.m.

#### Messe Frankfurt Venue GmbH & Co. KG

Phone: +49 (0) 69 7575-6342  
Fax: +49 (0) 69 7575-6348  
An order form for night guards is available for download on [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors).

### OPENING TIMES

The Book Fair is open daily from 9.00 a.m. to 6.30 p.m. On Sunday, 16 October, it closes already at 5.30 p.m. From Wednesday to Friday, admission is restricted to registered trade visitors only.

### PACKAGES

Please make sure that packages waiting for collection are not left behind unattended on your stand.

### PARKING

An order form for parking permits can be downloaded on [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors).

It is advisable to order parking spaces as early as possible.

### POSTAL ADDRESS FOR EXHIBIT ITEMS

See: Delivery

### PRESS SERVICES

Here's how you can reach more than 10,000 accredited journalists, before and during the Book Fair: using our online press service, for just 258 euros, exhibitors can send as many press releases as they like, including pictures. The service lasts from the moment you book it, until the end of 2011. During the Fair, your press materials will be made available to journalists in your press box in the Press Centre (168 euros; or just 126 euros when combined with the online press service). Contact: Anne Qureshi, [qureshi@book-fair.com](mailto:qureshi@book-fair.com)  
Information and booking:  
[www.book-fair.com/press-services](http://www.book-fair.com/press-services)

### SAFETY AND SECURITY

To ensure that the correct reaction can be initiated immediately in the event of any outside danger caused to the Book Fair and its participants, a leaflet with security information is provided to your stand. Please ensure that you read this carefully and pass it on to all staff members working on your stand. As organisers, we have prepared extensive security measures. But there can be no safety without your cooperation, so please adhere to our instructions and take the greatest possible care in supervising your own stand.

### SERVICE CENTRE

A service centre with the offices of service contractors and the offices of the Frankfurt Book Fair is situated in Hall 4.C. Other Frankfurt Book Fair offices are located in Hall 8.0 West. Additional service facilities (travel agent, post office, etc.) can be found in the Torhaus Service Centre, Levels 2 and 3.

### SET-UP OF STANDS

The exhibition halls will be open for set-up of custom-built stands as of Sunday, 9 October 2011.

#### Set-up times are as follows:

Sunday, 9 October 2011: 7.00 a.m.-9.00 p.m.  
Monday, 10 October 2011: 7.00 a.m.-10.00 p.m.  
Tuesday, 11 October 2011: 7.00 a.m.-10.00 p.m.

Early stand set-up prior to Sunday, 9 October 2011, is subject to a flat fee of 750 euros and only allowed for exhibitors with their own stands of 40 sqm or more who have obtained special authorisation in writing from the Frankfurt Book Fair. The application form can be downloaded on [www.book-fair.com/set-up](http://www.book-fair.com/set-up) or will be provided on request ([weinmann@book-fair.com](mailto:weinmann@book-fair.com)). All persons assigned to stand set-up must be in possession of set-up passes. Exhibitors are required to carry their exhibitor passes with them before and throughout the Fair. Set-up must be completed by 10.00 p.m. on 11 October 2011, after which no persons are allowed to remain on the exhibition site.

Please keep the gangways clear during set-up! Material left lying around prevents punctual delivery by the service contractors. Any Frankfurt Book Fair stand materials that you do not need should be placed at the side of the hall from where it will be collected. Fire extinguishers and hydrants must be kept clear at all times. **Please also observe the instructions under “Vehicle access set-up and dismantling”.**

### SET-UP AND DISMANTLING PASSES

A fixed number of set-up and dismantling passes allocated in accordance with the size of your stand are enclosed with this Service Set.

Please note that these passes are only intended for exhibitors during set-up and dismantling of stands and that they are not transferable. From Monday, 10 October, exhibitor passes will also be accepted (see: Exhibitor passes).

If you need more set-up and dismantling passes for your stand personnel, please order these by e-mail from your account manager. To reduce the risk of theft in the halls, you are requested to refrain from giving either exhibitor passes or set-up and dismantling passes to third parties. Please complete all passes in block capitals using a felt pen (name of the pass-holder and of the respective exhibiting company). Clear plastic holders for the passes are available at the information desks in Hall 4.C and 8.0 West as well as at the entrances.

### SHUTTLE BUS

The shuttle bus runs from the City entrance to Hall 8 and back. It stops at every hall. Moreover, there is also an express bus service directly from the City Entrance to Hall 8 and back, which stops only once in front of the main entrances to Halls 5 and 6. Another shuttle bus runs between the Book Fair car park at Rebstock and the exhibition site. The use of the shuttle buses is free of charge for all exhibitors and visitors.

### SITE PLAN

A detailed plan of your exhibitor group and a plan of the overall exhibition site are included with this Service Set. Later changes to layout of the system stands are subject to a charge, provided they are still possible and have not been caused through our fault. The deadline for requests for changes is 1 August 2011.

### SMOKE-FREE BOOK FAIR

Smoking is only permitted outdoors. Exhibitors on the upper hall levels can use the balcony in front of Hall 3.1 or the roof garden with cafe in the walkway between Halls 4.2 and 6.2. Exhibitors from Halls 5.1 and 6.1 can reach this area via the stairs in the walkway between Halls 5.1 and 6.1.

### STAND HEIGHTS

The standard stand height is 2.5 metres. If you wish to go higher, you require official permission and we must ask you to submit a new informal application every year. The exhibitor is responsible for the structural safety of the stand. Stand structures of more than four metres in height are subject to a handling fee (see Registration Set: Price List). In such cases, the Messe Frankfurt

itself may also insist on assessing and approving the completed stand. This may result in extra costs that will be charged to the exhibitor or the stand fitters.

In all cases, we require detailed plans in duplicate (floor plan, cross-section and views), showing the precise measurements, to be submitted no later than 1 August 2011.

**Note: maximum stand heights (incl. floors, platforms, decoration and advertising fixtures) vary from hall to hall:**

**Halls 4.1, 4.2 and 6.1: max. 4 m**

**Halls 3.0, 3.1, 4.0, 5.0, 5.1, 6.0 and 8.0: max. 5 m**

### STAND SIGNS | FASCIA BOARDS

The Frankfurt Book Fair's system stand modules are automatically equipped with a standard size nameplate (970 mm length, 205 mm width) if you requested this with your registration (point 15 on the second page of the registration form). The stand nameplate shows the company name as given for your catalogue entry as well as your place of business (e.g. “Edition Hans Müller, Berlin”) and is attached to the ceiling frame with aluminium hooks so that it can easily be hung up or taken down. Custom-designed fascia boards must be produced at the exhibitor's expense and may only be attached to the Frankfurt Book Fair's system stand modules using metal or aluminium hooks over the ceiling frame. Please do not ever use screw lamps, double-sided adhesive tape or double-sided stickers as these damage the stand material (see: Stand structures).

### STAND STRUCTURES

The fire prevention regulations for stands must be observed without fail (see Registration Set: Terms & Conditions of Participation/Technical Regulations). If inspectors discover violations of fire prevention regulations, the Fair organisers will arrange for the necessary protective measures to be taken at the exhibitor's expense. Laser installations are not permitted on the stands. Empty packaging and boxes may not be stored in the halls. The official forwarding agent can store them at an extra charge (see: Forwarding agent). For exhibitors' own stand structures, a tolerance of +/- 5 cm must be observed.

Illustrations and measurement details for our system stand modules are available to you in the Registration Set under “Information on system stands”.

Please do not use screws, nails or permanent adhesives to attach decoration items to the walls. Adhesive tape must be easily removable, and please do not forget to do so completely upon stand dismantling.

### STANDARD FURNISHING

see: Furniture rental  
(See also: Carpeting)

We now offer personalised furnishing and decoration of system stands as part of a single package. To ask for a quotation, please contact Ursula Fecske: +49 (0) 69 2102-206, fecske@book-fair.com.

### STANDS TO BE OCCUPIED UNTIL THE END OF THE FAIR!

It is not just unfair to colleagues, but also contravenes our Terms & Conditions of Participation to clear or leave your stand before the official close of the Fair on Sunday, 5.30 p.m. Early abandonment, clearing or dismantling of stands will therefore result in the imposition of a fine. If for some urgent reason you have to leave before the end of the Fair, for around 150 euros a day you can hire a multilingual assistant to look after your stand and oversee its dismantling (see: Hostesses). Please do not leave your stand without having personally seen your freight forwarder collect your exhibition goods. Leave one of your staff on the stand until collection, as this will be cheaper than the possible loss of your exhibition items.

Do not make it too easy for thieves in the hectic rush of dismantling – you risk loss of insurance coverage if your goods have not been properly supervised prior to personal handover to the forwarding agent.

### SYSTEM STANDS

see: Stand structures

### TELECOMMUNICATIONS | INTERNET

Order forms for telephone and Internet connections for your stand can be found at [www.book-fair.com/service\\_contractors](http://www.book-fair.com/service_contractors).

In addition, it is possible to use wireless LAN technology to communicate from anywhere on the exhibition site without needing a plug-in connection. To do so, the notebook, PC or PDA needs to have an IEEE 802.11b/g standard WLAN. Exhibitors with appropriately equipped devices can use the WLAN network free of charge. You will find the relevant access details in the envelope entitled “Important information”, which we will leave at your stand while it is being built. Please note that the high level of use can cause fluctuations in frequency and availability on your stand. If you depend on constantly high frequencies and availability for presentations on your stand, we recommend that you order a cable Internet connection.

The connection for stand telephones will be switched on or off on the dates specified.

**In the event of problems, please call +49 (0) 69 7575-71172, or for late orders and questions call +49 (0) 69 7575-71173. Telephones will be fetched from the stand after the Fair.**

If your phone does not have a locking device, we recommend that you lock it away in the bench cabinet overnight. Please note that you will be charged for its replacement if the phone is stolen. For this reason, it is worth including the phone in your insurance coverage for the Fair. Please do not lock telephones away at the end of the Fair, but leave them ready for collection!

## THEFT

Never leave your stand unattended, if necessary ask your stand neighbours to watch your stand if you have to go away at any time. Theft must always be reported to the police and your insurance company – cases of theft must be notified. It is not necessary to inform the Fair management.

## TRAVEL

In cooperation with the German rail company Deutsche Bahn, the Frankfurt Book Fair is offering attractive special prices for travel by train to the Frankfurt Book Fair. Information at: [www.book-fair.com/getting-to-the-fair](http://www.book-fair.com/getting-to-the-fair)

## VEHICLE ACCESS SET-UP AND DISMANTLING

Access to the exhibition site during set-up days for all vehicles is only possible through gate West. Exhibitors that do not have to unload their vehicle but just need to park can use gate Nord or Süd to drive directly onto parking lot P4. As in the previous year, vehicle deliveries are concentrated on the day before the Fair, Tuesday, 11 October 2011. For this reason and in the interest of all concerned, a time limit on loading (based on vehicle laden weight) is absolutely essential:  
**For cars with delivery items: max. 2 hours**  
**For small vans: max. 3 hours**  
**For trucks: max. 6 hours**

Parking in the vicinity of the halls is absolutely impossible, please use the P4 and P12 car parks. During set-up and dismantling, please stick to our vehicle traffic access arrangements for the exhibition site. You will be given a vehicle access pass at gate Nord or West which should be marked immediately with the number of your stand and placed in a clearly visible position in your vehicle to avoid the risk of being towed away. Parking in areas designated for through traffic, roadways, gates and entrances is forbidden. It is not permitted to stop or park here. Any vehicles left inside the exhibition site on Wednesday morning, 12 October 2011, will be towed away at your expense. Please do not fail to observe the vehicle and traffic access arrangements as laid down on pages 6 and 7 of this Service Set.

## VIDEOS | SOUND SYSTEMS | NOISE

**We must point out that sound and video presentations have to be stopped if they are a nuisance or cause annoyance to neighbouring stands. With this in mind, please use earphones or make sure that systems are operated at the lowest possible volume.**

## VISA SERVICE

The Frankfurt Book Fair's Visa Service sends personal invitations to exhibitors and trade visitors from countries with a visa requirement. You can use this invitation to apply to the relevant German embassy or applicable consulate general for a visa covering your stay in Germany during the Book Fair. It offers no guarantee that you will actually be issued with a visa, however.

## **Please do not fail to allow for the qualifying times for visa applications in your country.**

You may request your invitation letter by 30 September 2011 at our website: [www.book-fair.com/visa](http://www.book-fair.com/visa)  
E-mail: [visa@book-fair.com](mailto:visa@book-fair.com)  
The Visa Service for exhibitors and trade visitors from China and India will be conveniently processed at the:

### **Book Information Centre Beijing**

Mingli Zhang (Ms)  
Phone: +86 (0) 10 8527-6798  
Fax: +86 (0) 10 8527-6806  
E-mail: [projekt@biz-beijing.org](mailto:projekt@biz-beijing.org)

### **German Book Office New Delhi**

Mary Therese Kurkalang  
Phone: +91 11 40201102  
Fax: +91 11 40201107  
E-mail: [kurkalang@newdelhi.gbo.org](mailto:kurkalang@newdelhi.gbo.org)

## VOUCHERS FOR ADMISSION TICKETS

To make it as easy as possible for your customers to visit the Book Fair, you can purchase ticket vouchers for both trade and private visitors. The advantage of these vouchers is that you only pay for them if your clients or staff actually attend the Book Fair. The vouchers are supplied to you on a delivery note and you will be invoiced for the used vouchers after the Book Fair:

**Trade visitor one-day ticket: € 27.–**

**Trade visitor five-day ticket: € 54.–**

**General public one-day ticket: € 15.–**  
(valid for Saturday or Sunday)

**General public weekend ticket: € 21.–**  
(valid for Saturday and Sunday)

Vouchers must be exchanged for personalised trade visitor tickets either online or at the Book Fair entrances. To order vouchers for tickets, please use the order form enclosed with this Service Set or available for download on [www.book-fair.com/forms](http://www.book-fair.com/forms).

We provide invitation cards in the Book Fair design, free of charge, with which you can send the vouchers to your customers. Place your order with our online shop: [buchmesse.e-nws.de](http://buchmesse.e-nws.de)

**The Frankfurt Book Fair Team is at your service for questions and enquiries in the regular city offices under the usual e-mail addresses and telephone numbers until 5 October 2011.**

**From 6 to 16 October 2011, you can contact us in person in Hall 4.C, Rooms 209/210, and in Hall 8.0 West, Room 51 as well as by e-mail or phone on the following numbers:**

**for exhibitors in Halls 3, 4, 5 and 6:**  
+49 (0) 69 7575-41000

**for exhibitors in Hall 8:**  
+49 (0) 69 7575-71030, -71031, -71206

(Subject to alterations, as of: June 2011)