

TRAFFIC REGULATIONS

We wish you a safe journey to and from the Frankfurt Book Fair!

Please do not fail to pass this information on to your transport driver and your stand set-up staff.

WHEN CAN YOU SET UP YOUR STAND?

You can begin with the set-up of your stand three days before the Frankfurt Book Fair.

Stand set-up times:

Sunday, 9 October 2011, 7.00 a.m. to 9.00 p.m.

Monday, 10 October 2011, 7.00 a.m. to 10.00 p.m.

Tuesday, 11 October 2011, 7.00 a.m. to 10.00 p.m.

Prior to 9 October 2011 access to the exhibition site is only possible in possession of a permit issued in writing. Authorisation and a fee-payable permit for early access and set-up can be obtained from the Frankfurt Book Fair up until 26 August 2011.

APPROACH ROUTE DURING SET-UP

When coming via the autobahn, the exhibition site is to be approached via the intersection Westkreuz Frankfurt. Before the end of the autobahn A 648, take the right-hand lane "Messe-Aufbau". Coming from the city area, please follow the traffic signs for "Messe-Aufbau". At the exhibition site, follow the signs: for all vehicles, entry onto the exhibition site is only possible via gate West! Please have your exhibitor pass or the set-up and dismantling pass (stamped by your publishing company!) ready.

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.

IMPORTANT DURING SET-UP

- Entrances, lifts and hall gateways must be kept free at all times; other vehicles must not be blocked.
- Please remember to bring your own trolley.
- Beginning at 7.00 p.m. on 11 October 2011, all traffic access and designated areas must be cleared so that the halls and grounds can be cleaned and gangway carpeting can be laid.
- After midnight on 11 October 2011, no vehicles or containers are allowed to remain on the exhibition site.

YOU DECIDE WHO TAKES PART IN SET-UP OF YOUR STAND

The set-up of an exhibition stand always requires well-coordinated teamwork. This is why we issue the members of your team with passes for set-up and dismantling. Access to the exhibition site is only permitted when in possession of these passes or 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.

WHO IS ALLOWED ONTO THE EXHIBITION SITE?

Driving onto the exhibition site is restricted to loading and unloading only and is allowed for a limited period of time.

Only vehicles being used for stand set-up are allowed to drive onto the exhibition site. Up until Tuesday, 11 October 2011, you will be given your set-up ticket at gate West for time-limited access. These tickets will be marked with your exhibitor name, your mobile phone number and stand number. They are only valid when filled out and must be displayed in a visible position in the vehicle. This ensures that the driver can always be contacted if the vehicle is causing an obstruction and that it does not have to be towed away at your expense.

In addition, security checks will be carried out continuously at all gates. For this reason, it is important that all personnel contracted to carry out stand set-up carry their set-up passes with them (see above).

ESCAPE ROUTES AND ENTRANCES MUST NOT BE BLOCKED

It is essential to set a time limit for loading and unloading in order to ensure that escape and access routes for fire and rescue services are not blocked by vehicles. We hope that this arrangement will guarantee unhindered access to all concerned.

TRUCKS CAN LOAD AND UNLOAD DIRECTLY AT THE HALLS

The loading zones are exclusively intended for loading and unloading and may not be used for parking vehicles. In order to ensure that no one is obstructed in this important area, the applicable loading times will be entered on the vehicles' set-up tickets.

Loading time for trucks over 3.5 t licensed laden weight:

Up to Monday, 10 October 2011: 12 hours
On Tuesday, 11 October 2011: max. 6 hours

Vans up to 3.5 t licensed laden weight and cars with trailers:

Up to Monday, 10 October 2011: 6 hours
On Tuesday, 11 October 2011: max. 3 hours

These time limits also apply, of course, to the respective trailers, container platforms and towbars.

PLEASE KEEP LOADING ZONES LARGELY FREE OF CARS

Cars without trailers also have the opportunity to load and unload in the loading zones during set-up time. Please understand, however, that this may not be possible at all times. On Monday, 10 October 2011, you can obtain a set-up ticket at gate West for a maximum of three hours and on Tuesday, 11 October 2011, for a maximum of

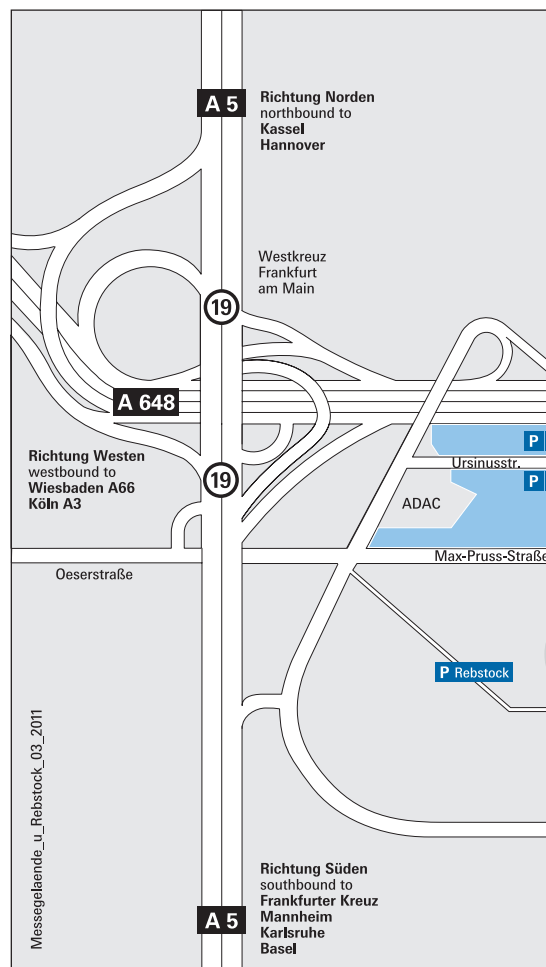
two hours. After that, and following the return of your set-up ticket, you can park on the parking level of Hall 4 (P4). If you do not need to use the loading zone and only need a parking space, you can drive directly to the car park P4 via gate Nord or Süd. Please leave the parking level with your car before the end of the dismantling days. During the Fair, parking on P4 is only permitted for holders of an applicable parking pass.

WE RESERVE SPACES FOR YOUR TRANSPORT VEHICLES

The Rebstock truck car park is available for you to leave your set-up and dismantling vehicles, trailers and containers.

VEHICLES MAY ALSO COME ONTO THE SITE DURING THE FAIR

During the Fair itself (with the exception of Sunday, 16 October 2011), vehicle access limited



Öffentlicher Nahverkehr / Public transportation



to two hours is possible between 9.00 a.m. and 5.00 p.m. for the delivery of goods (e.g. catering) to the halls – although on the first day of the Fair, Wednesday, 12 October 2011, not until after 10.00 a.m. Please use the following gates for interim access: for Hall 3 use gate Ost and gate Süd, for Halls 4, 5 and 6 use gate Nord and gate Süd and for Hall 8 use gate 9. This is where you will be given an interim pass for your vehicle upon payment of a deposit of 100 euros. Your deposit will be returned to you when you hand in the interim pass before expiry of the two-hour period at the same gate as you used to enter the site. The deposit will not be returned if you exceed the time limit. Unfortunately, we have repeatedly found in recent years that interim vehicle access has been improperly used on the last day of the Fair. For this reason and in the interest of all concerned: **no interim access is possible on Sunday, 16 October 2011 (last day of the Fair)!**

DISMANTLING VEHICLES CAN COME ONTO THE SITE TWO HOURS AFTER THE CLOSE OF THE FAIR

During the dismantling period, dismantling personnel must always be able to show an exhibitor pass or a set-up and dismantling pass! The access roads to the exhibition site are closed on the last day of the Fair, Sunday, 16 October, as from 2.00 p.m. Please drive your vehicle directly to the Rebstock parking area. From there, you will be directed in a convoy onto the exhibition site starting from 7.00 p.m. 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., after which entry is no longer possible. 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.

IN YOUR OWN INTEREST

These rules apply as specific instructions in supplement to the Terms & Conditions of Participation at the Frankfurt Book Fair 2011. They are laid down jointly by the Frankfurt Book Fair and the Messe Frankfurt for the benefit of all exhibitors.

WE ARE HERE TO HELP

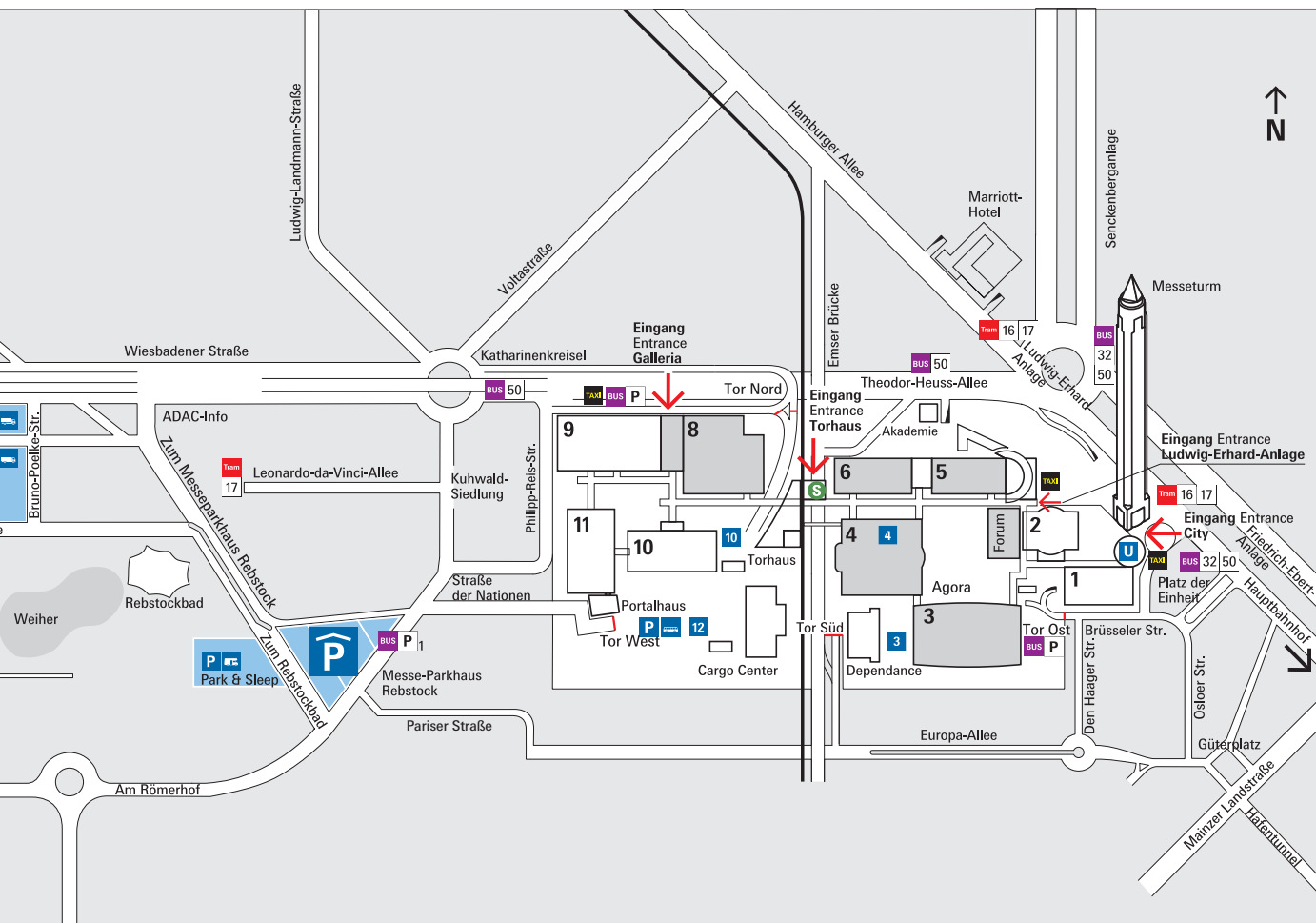
Please find the contact details of the person in charge of supporting you during the Fair on the inside cover of this folder.

As from 6 October 2011, you can find us in our offices at the exhibition site:

Hall 4.C | Rooms 209 and 210
Hall 8.0 West | Room 51
Phone: +49 (0) 69 7575-41000

For enquiries regarding set-up and dismantling:

Claudia Weinmann
Phone: +49 (0) 69 2102-229
E-mail: weinmann@book-fair.com



Parkplatz-Bezeichnung
Car park description

Festhalle/Messe
Ludwig-Erhard-Anlage

32 50 Tram 16 17 BUS 32 50

P 12 P K