An overview of the wide-ranging offers and opportunities in the global city of ideas:

- Showroom
- Marketing & Presentation
- Networking & Know-how

www.book-fair.com
www.book-fair.com/businessclub
#fbm17
# Everything at a glance

The Frankfurt Book Fair offers

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The Frankfurt Book Fair offers a presentation solution for everyone – be it our practical and affordable system stand or a space to build your own individual fair stand.

**Important:**
Please note that all stand packages are subject to the obligatory environment and energy surcharge as well as the marketing fee.

## Custom-built stand

Would you prefer to have an individual stand installed by your own exhibition stand contractor? That’s easy – just order the stand option “Empty floor space/own stand”. Besides the floor space, a number of exhibitor passes (depending on your stand size) is also included in the rental fee of the stand. These give you and your staff access to the exhibition grounds and also include use of public transport in the entire Rhein-Main area. If you need a water connection, please mention this at the time of registration – we will try to position your stand accordingly. You can find the corresponding order form at [www.book-fair.com/custom-built](http://www.book-fair.com/custom-built).

<table>
<thead>
<tr>
<th>Stand type</th>
<th>Standard</th>
<th>Early bird (before 30 November 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 sqm row stand (price/sqm)</td>
<td>€/sqm 384.—</td>
<td>€/sqm 372.—</td>
</tr>
<tr>
<td>Row stand &gt; 8 sqm (price/sqm)</td>
<td>€/sqm 450.—</td>
<td>€/sqm 436.—</td>
</tr>
<tr>
<td>Water supply, plus a fee for sanitary facilities</td>
<td>€ 417.—</td>
<td></td>
</tr>
</tbody>
</table>

## Stand construction

If you would like to build your own stand, please coordinate your plans with us in detail. There are certain specifications to be considered – you can find details of these in the technical regulations at [www.book-fair.com/technical-regulations](http://www.book-fair.com/technical-regulations). To avoid any unpleasant surprises, it is important that you send us scale plans of your stand for approval well in advance of the Fair. In some cases – especially if you want to build a particularly high structure – it might be necessary for the plans to be specially assessed and approved by Messe Frankfurt. Any additional costs arising from this will be billed to the exhibitor.
For extra high stands (exceeding 4 m) the following charges also apply:

| 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 |

For two-storey stands: for upper storey €/sqm 220.–

If you are looking for a suitable stand constructor, we recommend consulting the website of the Association for Exhibition and Event Professionals: www.famab.de. There you will find the list of stand constructors (follow the links “Mitglieder”, “Mitglieder finden” and “Mitgliederliste”).

**Set-up and dismantling**

Custom-designed stands allow for the highest level of individuality but also take more time. For stands over 40 square metres, we therefore offer you more flexibility. For a fee (see below) you can enter the fairgrounds starting from Thursday the previous week. The opening times for early access are 7.00 am to 9.00 pm. It may also take longer than usual for the dismantling of your custom-built stand. The exhibition halls are open all night from Sunday to Monday as well as on Monday through to midnight. Everything must be cleared out by then unless you have officially requested extended dismantling time (flat fee same as above), which leaves you time until Tuesday.

**Early access**

| 1 day (7 October 2017)                      | € 175.– |
| 2–3 days (from 5 or 6 October 2017)         | € 750.– |
Showroom
Profiling your products and brands in Frankfurt and around the world

An overview of our offer for your system stand

The basis for your Fair presence – every system stand includes walls, book shelves and bench cabinets. Plus, we also provide you with many possibilities to individualise your stand and to adapt it to your needs and wishes. You will receive all the components from one source and won’t need to coordinate various service providers.

Additional Elements
Your entirely individual system stand

If you require extra equipment and furniture for your system stand, you can select from our comprehensive range of extras that effectively – and inexpensively – put your brand and products in the spotlight.

**FURNITURE & LIGHT**
The basic set-up
- e.g. table, chairs, projector (p. 9)

**ELEMENTS & EXTRAS**
That special touch
- e.g. cabinets, counters, carpet colour options, etc. (p. 10)

and/or

Individual & Unique
Your system stand deluxe

We design the system stand exactly to your personal wishes and needs. From the first briefing to stand handover at the Fair, we are there for you. Our services include:

- **BRIEFING**
- **DESIGN AND QUOTE**
- **STAND SKETCHES**
- **COORDINATION**
- **STAND CONSTRUCTION**
- **STAND HANDOVER AT THE FAIR**
The System Stand Deluxe

Put your brand and products in the spotlight:

Need a solution that fits your unique needs and budget? Let us design a customised System Stand Deluxe that’s “Individual & Unique”. Your personal contact will be happy to provide further information.

For more information see

www.book-fair.com/individual-unique
Exhibition space with prefabricated stand

In order to give smaller businesses the opportunity to exhibit at the Frankfurt Book Fair, we offer you an affordable system stand, which you can book when you register. If you rent a 4 or 8 square metre stand, you also profit from the discounted rental fee for these two stand sizes. The rental price includes the use of the stand module (with bookshelves and bench cabinets), the carpet (flecked light grey carpeting) and a stand nameplate. As with the custom-designed stands, a certain number of exhibitor passes is also included in the rental fee (incl. use of public transport in the Rhein-Main area).

With the new “one-stop-stand” system, you can order furniture, other fixtures and fittings, and additional items to meet all your needs at the same time as registering for a stand.

<table>
<thead>
<tr>
<th>Stand Size</th>
<th>Standard</th>
<th>Early bird (before 30 November 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 sqm row stand</td>
<td>€ 1,180.–</td>
<td>€ 1,146.–</td>
</tr>
<tr>
<td>8 sqm row stand</td>
<td>€ 3,326.–</td>
<td>€ 3,246.–</td>
</tr>
<tr>
<td>12 sqm row stand</td>
<td>€ 5,850.–</td>
<td>€ 5,676.–</td>
</tr>
<tr>
<td>For each additional 4 sqm</td>
<td>€ 1,950.–</td>
<td>€ 1,892.–</td>
</tr>
</tbody>
</table>

www.book-fair.com/system_stand
Furnishing your system stand

Furniture & Light
Furniture and lighting is available for your system stand in a package tailored to the size of your stand.

<table>
<thead>
<tr>
<th></th>
<th>Chair</th>
<th>Table 70 × 70 cm</th>
<th>Wastepaper basket</th>
<th>Spotlight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture &amp; Light S</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>€ 190.–</td>
</tr>
<tr>
<td>Furniture &amp; Light M</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>€ 304.–</td>
</tr>
<tr>
<td>Furniture &amp; Light L</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>€ 505.–</td>
</tr>
<tr>
<td>Furniture &amp; Light XL</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>8</td>
<td>€ 596.–</td>
</tr>
<tr>
<td>Furniture &amp; Light XXL</td>
<td>9</td>
<td>3</td>
<td>2</td>
<td>10</td>
<td>€ 792.–</td>
</tr>
</tbody>
</table>
Elements & Extras

We would like you to feel comfortable and be able to create a pleasant working atmosphere at your stand. That’s why we offer additional items of equipment and decorative elements that you can order separately.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cubicle 2 × 2 m, with door</td>
<td>€ 748.–</td>
</tr>
<tr>
<td>Cubicle 2 × 2 m, without door</td>
<td>€ 416.–</td>
</tr>
<tr>
<td>Cubicle 1 × 1 m, with door and cabinet unit</td>
<td>€ 1,082.–</td>
</tr>
<tr>
<td>Cabinet unit 1 m</td>
<td>€ 836.–</td>
</tr>
<tr>
<td>Half-open wall with shelves 2 m</td>
<td>€ 200.–</td>
</tr>
<tr>
<td>PC lectern/cabinet</td>
<td>€ 194.–</td>
</tr>
<tr>
<td>Counter 0.75 m, with built-in cupboard</td>
<td>€ 284.–</td>
</tr>
<tr>
<td>Counter 0.75 m</td>
<td>€ 194.–</td>
</tr>
<tr>
<td>Counter 1.5 m, with built-in cupboard</td>
<td>€ 342.–</td>
</tr>
<tr>
<td>Counter 1.5 m</td>
<td>€ 248.–</td>
</tr>
<tr>
<td>Shelf XL</td>
<td>€ 68.–</td>
</tr>
<tr>
<td>Sloping shelf</td>
<td>€ 88.–</td>
</tr>
<tr>
<td>Small sloping shelf</td>
<td>€ 52.–</td>
</tr>
<tr>
<td>Decorative grid</td>
<td>€ 74.–</td>
</tr>
<tr>
<td>Wardrobe bar</td>
<td>€ 32.–</td>
</tr>
<tr>
<td>Gallery bar</td>
<td>€ 46.–</td>
</tr>
<tr>
<td>Carpet in different colours, rips (price/sqm)</td>
<td>€/sqm 15.–</td>
</tr>
<tr>
<td>Felt wall cladding (price/running m)</td>
<td>€/running m 78.–</td>
</tr>
<tr>
<td>Felt door cladding (on stands with cubicle)</td>
<td>€/door 158.–</td>
</tr>
<tr>
<td>Seat cushion</td>
<td>€ 56.–</td>
</tr>
</tbody>
</table>

Individual & Unique – system stand deluxe

Or would you like us to do all the customised planning for your system stand? We design your stand based on a personal consultation. Then we send you plans of the layout, with elevations and wall designs, including graphic elements, and a detailed quotation. This planning and quotation service also includes one round of corrections.

<table>
<thead>
<tr>
<th>Your “Individual &amp; Unique” system stand</th>
<th>Price according to the quotations</th>
</tr>
</thead>
</table>
Special stand positions
If you want a more open stand at a special position, we offer various options:

<table>
<thead>
<tr>
<th>Stand Type</th>
<th>Surcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner stand or walk-through row stand (fronting 2 gangways)</td>
<td>+ 10% of space rental fee per sqm</td>
</tr>
<tr>
<td>Peninsula stand (fronting 3 gangways, only for stands &gt; 16 sqm)</td>
<td>+ 15% of space rental fee per sqm</td>
</tr>
<tr>
<td>Island stand (fronting 4 gangways, only for custom-built stands &gt; 100 sqm)</td>
<td>+ 20% of space rental fee per sqm</td>
</tr>
</tbody>
</table>

These surcharges for special stand positions will be levied only for the first 75 square metres.
We will try to take your wishes into consideration, but unfortunately cannot guarantee allocation of these special positions. Please note that the side walls of our system stands cannot be completely removed - this includes corner position stands. In order to enable a more flexible stand design in corner positions, we will exchange the side wall with a half-open wall free of charge, if this has been noted in the registration form.

Environment and energy surcharge (obligatory)
With your registration, you help contribute to a greener Frankfurt Book Fair. The environment and energy surcharge covers eco-friendly waste disposal, your electrical supply (1 kW), electricity consumption (green electricity), hall air conditioning and eco-friendly basic cleaning.

<table>
<thead>
<tr>
<th>Stand Size</th>
<th>Surcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand 4 sqm</td>
<td>€ 24.—</td>
</tr>
<tr>
<td>Stand 8–12 sqm</td>
<td>€ 90.—</td>
</tr>
<tr>
<td>Stand &gt; 12 sqm</td>
<td>€ 230.—</td>
</tr>
</tbody>
</table>

Co-exhibitors
In order for subsidiary companies or imprints to be listed separately in the Catalogue, they must be registered as co-exhibitors at your stand.

| Per co-exhibitor | € 310.— |

Each co-exhibitor must fill out a separate registration form and will receive their own stand sign (for system stands), catalogue entries, exhibitor pass, copy of the Catalogue and full use of all our online services.
Newcomer Package

The first step is easy! For new exhibitors at the Frankfurt Book Fair, we offer you the affordable Newcomer Package. All the obligatory fees as well as some useful complementary services are included in the overall price.

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newcomer Package</td>
<td>€ 3,925.–</td>
</tr>
<tr>
<td>Newcomer Package corner position (if corresponding position available)</td>
<td>€ 4,265.–</td>
</tr>
</tbody>
</table>

Services:

- 8 sqm row stand (incl. use of the stand module system, recyclable carpet, stand nameplate, three exhibitor passes)
- Environment and energy surcharge
- Marketing fee
- Furniture & Light M (as defined on page 9)
- Information event "How to do Frankfurt"
- Ten trade visitor one-day tickets
- Networking event

Also included in the Newcomer Package:

/ **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.

This 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.
Thematic Joint Presentations

Our goal is to make the Book Fair as transparent as possible. To this end, aside from our general structuring based on subject and nationality, we have also created certain thematic presentations.

International Education Exhibition

This collective stand offers international education publishers a customised service. From a half shelf to a whole display unit, or even your own “stand in the stand” – choose from three different formats, including an extensive range of services, that leave you ideally placed to pursue your success at the Fair.

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand package (4 sqm)</td>
<td>€ 2,015.−</td>
</tr>
<tr>
<td>Stand package (8 sqm)</td>
<td>€ 4,030.−</td>
</tr>
<tr>
<td>Shelf unit</td>
<td>€ 936.−</td>
</tr>
<tr>
<td>1/2 shelf unit</td>
<td>€ 568.−</td>
</tr>
</tbody>
</table>

Services:

/ Fully furnished stand or exhibition unit, including lighting, nameplate, bench cabinet
/ Marketing fee
/ Environment and energy surcharge
/ Access to your own Wi-Fi
/ Free use of the lounge area and café-bar
/ Free use of kitchen and store room
/ Exhibitors named on an index of the stand

www.book-fair.com/education
France – Books on ...
Participate in the international book exhibit “Books on France”, which the Frankfurt Book Fair is organising in connection with France as next year's Guest of Honour. You can be a part of it with your latest translations of French literature, or books on French culture, history and contemporary life. The books should be recent publications and available. The exhibit will be located directly in the Guest of Honour area in the Forum, Level 1. Participation is independent of your participation at the Frankfurt Book Fair.

<table>
<thead>
<tr>
<th>Presentation of your titles on France</th>
<th>Free of charge</th>
</tr>
</thead>
</table>

Gourmet Gallery
Cooking, eating, drinking and enjoying are the topics in focus in the 1,000-some square metres of the Gourmet Gallery in Hall 3.1. This combined joint exhibition provides international firms with options made to measure, from books, magazines, apps, e-books and calendars to culinary products and decorations. Make your stand a part of it - stage a special segment of your programme in a thematically appropriate context and round it off with a cooking demo, a tasting or a reception (see page 25 for more on the event area).

The Gourmet Gallery is the perfect exhibition space for:
// Cookery books or culinary reference books
// Fiction titles on culinary themes
// Reference works and non-fiction for the food sector
// History and art books with a focus on fine food and enjoyment
// Hotel and restaurant literature
// Food magazines
// Calendars
// Digital initiatives in the cookbook sector
// Winemakers, winemaking associations and wine merchants
// Producers and suppliers of other culinary products
We offer you a fully furnished system stand with individual design options. We will take care of the planning and set-up. You may also use the collective stand as a second exhibition location for your titles.

**Services:**
- Furnishing
- Carpet
- Lighting
- Stand sign
- Marketing fee
- Environment and energy surcharge
- Free use of the lounge area and the storage room as well as a variety of advertising services

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 sqm exhibit package</td>
<td>€ 2,015.–</td>
</tr>
<tr>
<td>Shelf units on shared exhibition stand (16 titles)</td>
<td>€ 936.–</td>
</tr>
<tr>
<td>Shelf units on shared exhibition stand (8 titles)</td>
<td>€ 568.–</td>
</tr>
<tr>
<td>Single title exhibit (book or e-book)</td>
<td>€ 142.–</td>
</tr>
</tbody>
</table>

**Calendar Gallery**

The calendar exhibition in the beautifully flood-lit Via of Hall 3 is located at the heart of the Frankfurt Book Fair. Divided up by function, the calendar exhibition presents hundreds of calendars from countless publishers and gives the visitor an overview of the diversity of calendars being offered for the upcoming year.

<table>
<thead>
<tr>
<th>Service</th>
<th>Standard</th>
<th>Börsenverein member discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation fee per publisher</td>
<td>€ 75.–</td>
<td>€ 60.–</td>
</tr>
<tr>
<td>Type 1 (≥ A2)</td>
<td>€ 128.–</td>
<td>€ 104.–</td>
</tr>
<tr>
<td>Type 2 (≥ A3)</td>
<td>€ 108.–</td>
<td>€ 86.–</td>
</tr>
<tr>
<td>Type 3 (≥ A4)</td>
<td>€ 80.–</td>
<td>€ 64.–</td>
</tr>
<tr>
<td>Type 4 (≥ A5)</td>
<td>€ 56.–</td>
<td>€ 45.–</td>
</tr>
<tr>
<td>Type 5 (&lt; A5)</td>
<td>€ 37.–</td>
<td>€ 30.–</td>
</tr>
</tbody>
</table>
Audiobooks Collective Stand
At the Audiobooks Collective Stand in Hall 3.1, a large number of German-language publishers will be presenting new releases and bestsellers from their audiobook programmes. At the stand you will also find service providers in audiobook-related fields. Direct sales to the public are allowed for the whole duration of the Book Fair.

<table>
<thead>
<tr>
<th>Stand package (4 sqm, 8 shelves)</th>
<th>Standard € 2,015.–</th>
<th>Börsenverein member discount € 1,854.–</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half stand package (2 sqm, 4 shelves)</td>
<td>€ 1,008.–</td>
<td>€ 928.–</td>
</tr>
</tbody>
</table>

www.book-fair.com/audiobooks

Hot Spots
The Hot Spots provide exhibitors and visitors alike with hands-on access to innovation. With plug-and-play modules, business lounges and stages for events, they offer the ideal space for providers of new technologies and services to present themselves at the world’s biggest gathering of the media and publishing industries.

From apps and devices, e-learning and EPUB to metadata management and digital distribution – the Frankfurt Hot Spots reflect all the latest trends in the publishing sector.

Three simple steps to your Hot Spot!

1. Choose your Hot Spot

<table>
<thead>
<tr>
<th>Hot Spot Digital Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Products - New Business</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hot Spot Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moving the Education Sector Forward</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hot Spot Professional &amp; Scientific Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Management for Specialists</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hot Spot Publishing Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovative Services</td>
</tr>
</tbody>
</table>
## 2. Choose your exhibition model Hot Spot module

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starter</strong></td>
<td>€1,910.—</td>
<td></td>
</tr>
<tr>
<td>Stand element, approx. 3 sqm</td>
<td>1 spotlight</td>
<td></td>
</tr>
<tr>
<td>Internet access (LAN)</td>
<td>1 company logo</td>
<td></td>
</tr>
<tr>
<td>1 barstool</td>
<td>2 exhibitor passes</td>
<td></td>
</tr>
</tbody>
</table>

| **Station** | €4,575.— |   |
| Stand element, approx. 6 sqm | 2 spotlights |
| Internet access (LAN) | 1 company logo |
| LCD | 3 exhibitor passes |
| 2 barstools |   |

| **Stand** | €7,240.— |   |
| Stand element, approx. 12 sqm | 1 table and 3 chairs |
| Internet access (LAN) | 3 spotlights |
| LCD | 2 company logos |
| 2 barstools | 4 exhibitor passes |

### Additional sqm. (from 12 sqms on)  €/sqm 634.—

### Whether Starter, Station or Stand, every Hot Spot booking also includes:

- Complete stand module with counter including lockable cabinet, wall covering, carpet and power
- Electricity via three power sockets
- A4 brochure holder
- Wastepaper basket
- Exhibitors Catalogue (print)
- Personal customer support before and during the Fair
- Service counter at Hot Spot
- Admission to networking reception
- Night watch (Tuesday-Sunday)
3. Choose your marketing package (obligatory)

**Bronze**

- 30-minute presentation slot at one of the Hot Spot stages
- Inclusion in virtual Hot Spot tour as part of the Book Fair App
- Company profile incl. logo and event in the Hot Spot brochure
- Your company logo in the list of exhibitors on the Hot Spot website
- Company profile in the Frankfurt Book Fair Exhibitor Catalogue
- Your event in the Frankfurt Book Fair Online Calendar of Events

**Silver**

- All Bronze benefits, plus
  - Banner ad on the Hot Spot website (online as of 1.9.2017 / Fullbanner)
  - Advertisement in the Hot Spot brochure (half page)
  - Highlighted company profile in the Hot Spot brochure

**Gold**

- All Bronze benefits, plus
  - Banner ad on the Hot Spot website (online as of 1.9.2017 / Skyscraper)
  - Advertisement in the Hot Spot brochure (full page)
  - Highlighted company profile in the Hot Spot brochure
  - Introduction of your company and interview during press tour
  - Leaflet display at one Hot Spot (service counter, lounge, stage)

Nonbook Marketplace
The Nonbook Marketplace in Hall 3.1 offers an attractive place to exhibit at the Fair, with professional organisation and active support on site, and with all-round service in a friendly exhibitor community.

Equipment and service
- Completely furnished presentation modules
- Set-up and dismantling
- Lighting and electricity
- Logo sign, 4c
- Storage space for leaflets etc.
- Café bar and collective meeting zones
- Free service for exhibitors and guests
- Professional organisation and consultation
- Competent and helpful service team
- Nonbook Award participation

Intensive promotion to increase visitor traffic
- Fair invitation with a prize competition/raffle
- Invitation supplement/enclosure in the trade press

365-day marketing for sustainable success in the book trade
- Presentation at nonbook.de
- Regular e-mail newsletters to the book industry
- Press work and advertisement in the trade press

This area offers a welcoming atmosphere for your conversations with trade specialists and consumers.

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>wall modules</td>
<td>€ 4,500.–</td>
</tr>
<tr>
<td>card modules</td>
<td>€ 4,500.–</td>
</tr>
<tr>
<td>table modules</td>
<td>€ 2,500.–</td>
</tr>
<tr>
<td>3-piece decoration boxes</td>
<td>€ 20.–</td>
</tr>
<tr>
<td>standing desk with wheels</td>
<td>€ 50.–</td>
</tr>
<tr>
<td>bin</td>
<td>€ 15.–</td>
</tr>
</tbody>
</table>

© Frankfurt Book Fair / Alexander Beimann
Marketing & Presentation
Advertise your Book Fair presence and your products

Marketing fee
Frankfurt Book Fair offers a comprehensive range of marketing and communication services that you can use conveniently and effectively to market your company, products and authors. The obligatory marketing fee applies for this service. You can find a comprehensive overview of our services and advisory offers at [www.book-fair.com/marketing_fbf](http://www.book-fair.com/marketing_fbf).

<table>
<thead>
<tr>
<th>Marketing fee (obligatory)</th>
<th>€ 299.—*</th>
</tr>
</thead>
</table>

*Discount for exhibitors with stands up to 8 sqm.*
Advertising & Sponsoring
Visibility in the Fair’s high-circulation print media: Exhibition Catalogue (print run 13,000), Visitor Guide (print run 120,000), website (10 million PIs) and app downloads (22,000).

Logos

<table>
<thead>
<tr>
<th>Logo</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>logo print &amp; online</td>
<td>€ 270.–</td>
</tr>
</tbody>
</table>

Exhibitor Catalogue print & exhibitor database

<table>
<thead>
<tr>
<th>Logo</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>logo cross-media</td>
<td>€ 480.–</td>
</tr>
</tbody>
</table>

Exhibitor Catalogue print & exhibitor database, app & website

<table>
<thead>
<tr>
<th>Logo</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>logo Visitor Guide</td>
<td>€ 135.–</td>
</tr>
</tbody>
</table>

Price of single booking is only possible in combination with other logo versions.

Cross-reference
Cross-references are often useful if your company name consists of several words and can’t be clearly assigned to an alphabetical search term. Example: “Edition Hans Müller, see: Müller, Edition Hans”.

<table>
<thead>
<tr>
<th>Cross-reference</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross-reference in the printed Exhibitors Catalogue (max. 2 references) per reference</td>
<td>€ 65.–</td>
</tr>
</tbody>
</table>
Print and online advertising
Advertisement in the Catalogue, Visitor Guide, Fair A to Z or diverse online banners on our website www.book-fair.com, the newsletter/count down or on our Frankfurt Book Fair app.

Promotions
Distribution campaigns, promotion teams or walking acts for direct, immediate and personal contact, in prominent central spots in the exhibition site.

Advertising opportunities on the exhibition site
Posters, display cabinets or mega-posters increase your visibility at the exhibition site.

Cooperation and marketing packages
This year’s Frankfurt Book Fair once again presents itself as a platform for marketing cooperation. Please contact us: we are happy to create an individual package for you, at

www.book-fair.com/gourmet-gallery
www.book-fair.com/businessclub
www.theartsplus.com
Stages
Are you still looking for the right platform for your event? We offer stages in Halls 3, 4, and 5 for events and presentations focused around the themes: International Dialogue, Football & Education, Comics, Children’s and Young Adult Media, Self-publishing, Science, Publishing Production and Gifts. Providing professional information and entertainment, the stages are a main attraction for the press, the general public, and trade visitors.

<table>
<thead>
<tr>
<th>Event Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-minute event</td>
<td>€ 640.–</td>
</tr>
<tr>
<td>60-minute event</td>
<td>€ 850.–</td>
</tr>
</tbody>
</table>

You provide the content, we provide the service:
// Provision of a professional event location
// Management of the stages by our qualified staff
// Technical equipment and support
// Presentation of your products on the stages during the event
// Possibility of book sales (retail price)
// Announcement of the event on the stages
// Entry in the Calendar of Events

www.book-fair.com/stages
Gourmet Gallery – The Show Kitchen & Gourmet Salon

The Show Kitchen – the centre of the Gourmet Gallery in Hall 3.1. – generates a lot of media attention and is very popular among trade visitors and the general public. We recommend booking the Gourmet Salon for your reading, wine tasting, press conference or talk.

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-minute event</td>
<td>€ 640.–</td>
</tr>
<tr>
<td>60-minute event</td>
<td>€ 850.–</td>
</tr>
<tr>
<td>Reception, happy hour</td>
<td>Price on request</td>
</tr>
</tbody>
</table>

www.book-fair.com/gourmet-gallery
Hot Spot stages
Whether for a product launch, multimedia presentation or Twitter readings - the Hot Spot stages are the ideal location for innovative companies, their products, and services. The Hot Spot stages are completely equipped with microphones, speaker’s desks, tables and chairs, LCD, laptop with internet connection (LAN) and constant on-call assistance from a technician and our qualified Fair staff.

Your trend, your stage – your choice:
/ Hot Spot Digital Innovation
/ Hot Spot Education
/ Hot Spot Publishing Services
/ Hot Spot Professional & Scientific Information

Use this innovative environment and the highly visible design of the Hot Spot stages for your event.

<table>
<thead>
<tr>
<th>Event Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-minute event (including assembly and dismantling)</td>
<td>€ 640.–</td>
</tr>
<tr>
<td>60-minute event (including assembly and dismantling)</td>
<td>€ 850.–</td>
</tr>
</tbody>
</table>

Agora – centre of the Book Fair

Open Stage: A big stage for a colourful programme

The Open Stage is our outdoor event venue, offering plenty of space and technical equipment for all kinds of occasions. Audio tech and communications services are included in the price. It can be heated and protected from the weather as needed.

<table>
<thead>
<tr>
<th>Event Duration</th>
<th>Wed./Thu./Fri.</th>
<th>Sat./Sun.</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-minute event (including assembly and dismantling)</td>
<td>€ 640.—</td>
<td>€ 850.—</td>
</tr>
<tr>
<td>60-minute event (including assembly and dismantling)</td>
<td>€ 850.—</td>
<td>€ 1,190.—</td>
</tr>
<tr>
<td>After fair events from 6.00 pm</td>
<td></td>
<td>from € 2,500.—</td>
</tr>
</tbody>
</table>

Witness literature up close

In the Lesezelt (Reading Marquee), you will find high-profile award ceremonies and exciting author readings held in a distinctive atmosphere.

<table>
<thead>
<tr>
<th>Event Duration</th>
<th>Wed./Thu./Fri.</th>
<th>Sat./Sun.</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-minute event (including assembly and dismantling)</td>
<td>€ 640.—</td>
<td>€ 850.—</td>
</tr>
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<td>€ 1,190.—</td>
</tr>
<tr>
<td>After fair events from 6.00 pm</td>
<td></td>
<td>from € 2,500.—</td>
</tr>
</tbody>
</table>

www.book-fair.com/agora
BE SEEN ON THE AGORA:
And reach a whole new audience. How about, for example, a second Book Fair presentation outside of the Halls? These days, the right presence no longer relies just on stand presentations. The Agora provides enough room for events, as well as exciting advertising and display formats. Contact us for more information and a personal consultation!
Literary Agents & Scouts Centre (LitAg)
Secluded from the turmoil of the Fair, the LitAg has more than 450 tables, as well as photocopying and fax services, Wi-Fi and a cafeteria. It offers the ideal conditions in which to negotiate rights and licensing deals, and is available exclusively to agents and scouts who rent workspaces here. The centre opens its doors on Tuesday morning, a day before the Fair officially starts.

Registration fee per agency:

<table>
<thead>
<tr>
<th>Service</th>
<th>Standard</th>
<th>Early bird (before 30 November 2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>For one participant, one table with four chairs and one locker, power socket at the table</td>
<td>€ 710.–</td>
<td>€ 688.–</td>
</tr>
<tr>
<td>Additional participant</td>
<td>€ 124.–</td>
<td>€ 120.–</td>
</tr>
<tr>
<td>Shelf incl. company sign (per sqm)</td>
<td>€/qm 152.–</td>
<td></td>
</tr>
<tr>
<td>Marketing fee (obligatory)</td>
<td></td>
<td>€ 299.–</td>
</tr>
</tbody>
</table>
International Librarian Centre (ILC)
This work centre, which includes an information desk and cafeteria, is in Hall 4.2, the hall for Education, STM & Academic Publishing and Specialist Information, and in the immediate vicinity of the Hot Spot Professional and Scientific Information.

Services:
- Table with four chairs
- Wireless internet access
- Power socket at the table
- 3 exhibitor passes (including use of public transport; if booked by the day, only one exhibitor pass is issued)
- 5 trade visitor one-day tickets (including use of public transport)
- Entry in the Exhibitors Catalogue
- Catalogue (1 copy per exhibitor)
- Working area signage with company logo
- Service counter with specialist staff
- Lockers
- Presentation of the ILC and its participants at www.book-fair.com

Registration fee:

<table>
<thead>
<tr>
<th></th>
<th>Standard (before 30 November 2016)</th>
<th>Early bird</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five days</td>
<td>€ 2,430.–</td>
<td>€ 2,356.–</td>
</tr>
<tr>
<td>One day</td>
<td>€ 1,300.–</td>
<td>€ 1,262.–</td>
</tr>
<tr>
<td>Marketing fee (obligatory)</td>
<td>€ 299.–</td>
<td></td>
</tr>
</tbody>
</table>

www.book-fair.com/librarians
Frankfurt Book Fair Business Club: the full-service Fair experience

The trade visitor BUSINESS ticket is available as a one-day or six-day ticket. The company ticket offers an attractive group discount for companies:

<table>
<thead>
<tr>
<th>TICKET TYPE</th>
<th>DATES</th>
<th>SUPER EARLY BIRD 25 % until 30 April 2017</th>
<th>EARLY BIRD 20 % 1 May – 31 August 2017</th>
<th>REGULAR RATE from 1 September 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-day ticket BUSINESS</td>
<td>available for 11 / 12 &amp; 13 Oct 2017</td>
<td>€ 367.50 SAVE € 122.50</td>
<td>€ 392 SAVE € 98</td>
<td>€ 490</td>
</tr>
<tr>
<td>6-day ticket BUSINESS (incl. Tuesday, 10 Oct 2017)</td>
<td>10 – 15 Oct 2017</td>
<td>€ 787.50 SAVE € 262.50</td>
<td>€ 840 SAVE € 210</td>
<td>€ 1,050</td>
</tr>
</tbody>
</table>

**Special discounts**

<table>
<thead>
<tr>
<th>TICKET TYPE</th>
<th>DATES</th>
<th>FBF EXHIBITORS 20%* from 1 Sept 2017</th>
<th>GROUP DISCOUNT 20%* from 1 Sept 2017 min. 3 people/price p.p</th>
<th>COMPANY TICKET approx. 41%* 1 Apr – 18 Oct 2017 BUNDLE: 5 x 6-day tickets BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-day ticket BUSINESS</td>
<td>available for 11 / 12 &amp; 13 Oct 2017</td>
<td>€ 392 SAVE € 98</td>
<td>€ 392 SAVE € 98</td>
<td>— —</td>
</tr>
<tr>
<td>6-day ticket BUSINESS (incl. Tuesday, 10 Oct 2017)</td>
<td>10 – 15 Oct 2017</td>
<td>€ 840 SAVE € 210</td>
<td>€ 840 SAVE € 210</td>
<td>€ 3,150 SAVE € 2,100</td>
</tr>
</tbody>
</table>

Prices not incl. VAT

*Discounts cannot be combined. Exhibitor and group discounts are only offered once early bird discounts are no longer available. No additional discounts are available for company ticket bundles.

Business Club Company Hubs
Exclusive meeting area and visibility booster: the Business Club Company Hubs offer companies who do not have their own stand or those who need additional meeting space an exclusive opportunity for doing business at Frankfurt Book Fair.

A fully equipped meeting space at the heart of the Fair:
One price, full-service: your hub is completely equipped from Wednesday morning to Sunday evening and reserved for you exclusively. Always there for your company: invite your customers and partners to the Business Club (on a whim!) and your tranquil meeting space is always ready.

Visibility and prestige
Get attention: your logo and a short company profile will appear on the website and in the programme booklet, showcasing your company to the who’s who of the international publishing industry.

[www.book-fair.com/businessclub.]

€7,990,-

Top location for a high-class evening event
Want to invite your most important customers at the Book Fair to an exclusive reception, author reading or film premiere? The Business Club offers the perfect atmosphere. You can book the Club at the end of a Fair day to hold an event for up to 70 people. The full-service package includes all the comforts plus catering, stage, equipment and staff. The only thing you need to do is invite your customers.

Contact: businessclub@book-fair.com.

Price upon request.
The spot where all the world gathers

The internationalisation of the publishing industry is picking up pace. As always, this remains a central theme of Frankfurt Book Fair, which has consistently stood for global networking. In order to support and strengthen this network throughout the year, Frankfurt Book Fair organises a large number of international conferences and events. We are present in all relevant media markets with a global network and a team of regional publishing and media professionals ready to help you.

THE MARKETS: Global Publishing Summit

Want to uncover methods of internationalising your company or advancing your international business activities? Do you need to meet key contacts who can help you open the doors to new markets? At THE MARKETS: Global Publishing Summit – a conference of Frankfurt Book Fair and Publishing Perspectives – you’ll take a trip through seven international growth markets in one day. You can follow global trends, gain first-hand inspiration for your international business and make new contacts.

€ 550.-
Special offer exclusive for exhibitors € 440.-

Frankfurt Rights Meeting (FRM)

FRM is the meeting point for the who’s who of international rights and licensing. This half-day conference will familiarise you with current trends, provide exclusive views of future markets and discuss strategies to harness those trends for your business.

€ 220.-
Special offer exclusive for exhibitors € 176.-
Schedule 2017:

THE MARKETS: Global Publishing Summit
Frankfurt Rights Meeting, Frankfurt

10 October 2017

Frankfurt Book Fair on social media:

@book_fair #fbm17
/frankfurterbuchmesse
instagram.com/buchmesse
/buchmesse
/buchmesse
countdown.buchmesse.de

We are happy to answer all your questions. In regard to your exhibition stand, please contact the respective contact partner for your regional or subject-based exhibition area.

### Subject-based exhibition areas

- **Art Books / Art / Design**
  - Beatrice Stalder
  - Phone: +49 (0) 69 2102-254
  - stalder@book-fair.com

- **Children’s and Young Adult Media**
  - Birgit Fricke
  - Phone: +49 (0) 69 2102-147
  - fricke@book-fair.com

- **Education**
  - Martina Wolff de Carrasco
  - Phone: +49 (0) 69 2102-211
  - wolffdecarrasco@book-fair.com

- **Gourmet Gallery**
  - Martina Stemann
  - Phone: +49 (0) 69 2102-126
  - stemann@book-fair.com

- **Hot Spots**
  - Lotte Dross
  - Phone: +49 (0) 69 2102-144
  - dross@book-fair.com

- **Publishing Solutions and Book Trade Services**
  - Peter Diemer
  - Phone: +49 (0) 69 2102-156
  - diemer@book-fair.com

- **Religion**
  - Maren Ongsiek
  - Phone: +49 (0) 69 2102-190
  - ongsiek@book-fair.com

- **Stationery and Gifts**
  - Yvonne Martens
  - Phone: +49 (0) 69 2102-115
  - martens@book-fair.com

- **STM & Academic Publishing, Specialist Information**
  - Lotte Dross
    - Phone: +49 (0) 69 2102-144
    - dross@book-fair.com
  - Anja Binninger
    - Phone: +49 (0) 69 2102-221
    - binninger@book-fair.com

- **Tourism**
  - Maren Ongsiek
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    - ongsiek@book-fair.com

- **Collective Stands**
  - **Books on France**
    - bookson@book-fair.com
  - **Invitation Programme Africa, Asia, Latin America, Central and Eastern Europe**
    - Marifé Boix-Garcia
      - Phone: +49 (0) 69 2102-257
      - boix@book-fair.com

- **Stages and Centres**
  - **Agora – Open Stage and Lesezelt**
    - Caroline Vogel
      - Phone: +49 (0) 69 2102-164
      - vogel@book-fair.com
  - **Stages**
    - Judy Schwalm
      - Phone: +49 (0) 69 2102-203
      - schwalm@book-fair.com
  - **Show Kitchen & Gourmet Salon**
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      - stemann@book-fair.com

- **International Library Centre (ILC)**
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    - Phone: +49 (0) 69 2102-221
    - binninger@book-fair.com

- **LitCam Stage**
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    - ploetz@book-fair.com

- **Literary Agents & Scouts Centre (LitAg)**
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    - rikystock@book-fair.com

- **Weltempfang – Centre for Politics, Literature and Translation**
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    - Phone: +49 (0) 69 2102-250
    - hekele@book-fair.com

- **Germany, Austria, Switzerland**
  - **Audiobooks and Calendars**
    - Yvonne Martens
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      - martens@book-fair.com
  - **Fiction & Non-Fiction**
    - Katja Schmidt
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  - **English-language World**
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      - moss@book-fair.com
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paersinnen@book-fair.com

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vera.scholz@messefrankfurt.com

Marketing and Communication
Katja Böhne
Phone: +49 (0) 69 2102-138
boehne@book-fair.com
Speak to your Frankfurt Book Fair expert!
We have a contact person eager to answer your questions about the Frankfurt Book Fair and our products. Why wait?

Get in touch with your expert now:
Phone: +49 (0) 69 2102-0
Fax: +49 (0) 69 2102-277
E-mail: askme@book-fair.com

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Braubachstraße 16 | 60311 Frankfurt am Main
www.book-fair.com

This brochure contains information as of September 2016. Possible misprints and other errors cannot be excluded. The binding prices are those quoted in the actual registration documents. All prices are subject to value added tax at the applicable official rate.