

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 2010 can be found in the overview section »Price List 2010«. 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 23 of this document or available for download at 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.

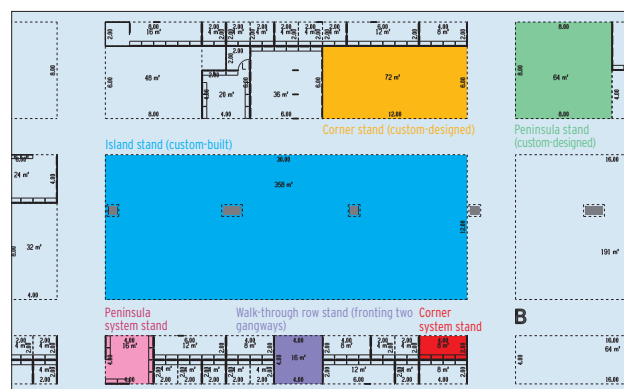
The stand price includes the use of the stand (with shelving and bench cabinets), carpeting (rep, flecked grey) and a stand nameplate.

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/.

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. 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 special stand position), simply specify this on your registration form.



Various special stand positions in 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/.

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 beginning in the spring of 2010 at www.book-fair.com/service_contractors/.

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Special set-up needs (custom-built stands)

Stands which require early set-up and/or extended dismantling hours or are taller than otherwise allowed will need authorisation and 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/.

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 (green 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)

12,000 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 2010«, Advertising & PR).

The cataloguing fee includes your company entry in the Frankfurt 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 16,000 publishing and media professionals including position, areas of responsibility and keyword references.
- The **FRANKFURT RIGHTS CATALOGUE** lists around 17,500 book titles as well as titles of electronic publications from more than 50 countries and in 78 languages whose key rights (Translation, Film/TV, Audio, Merchandising) are still available for licensing.

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 € 278.- 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. Cross references 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. 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. For an overview, please have a look at the second page of the Price List 2010 in this document.

You can find detailed information in our brochure »Offers and Prices 2010« and at www.book-fair.com or simply ask your contact partner at the Frankfurt Book Fair.



This is what your entry could look like in the Catalogue