



Leipziger  
Buchmesse

# EXHIBITING

AT LEIPZIG BOOK FAIR

21 - 24 March 2024

WITH THE LEIPZIG LIEST  
READING FESTIVAL

**DON'T MISS OUT ON EXHIBITING**

**PLANNING AND CALCULATING YOUR STAND**

Dates, trade fair rentals, stand offers

**EVENT PLANNING FOR LEIPZIG LIEST READING FESTIVAL**

Participation and fees

**BOOKING EXHIBITION SERVICES**

Stand equipment and other services

[leipziger-buchmesse.de/en](https://leipziger-buchmesse.de/en)



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LEIPZIGER  
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# INTRODUCTION

## **DON'T MISS OUT ON EXHIBITING!**

Leipzig Book Fair is where authors and audiences come together, celebrate the diversity of literature and provide a major platform for new books released during the year. It's where the world of words comes alive – and you can be there! Come and be part of this giant festival of reading and present your publishing programme or services to professional visitors and book enthusiasts – up close and in person!

**Don't miss out on exhibiting!** Please visit our website at [www.leipzig-buchmesse.de/en/exhibit/great-reasons-to-exhibit/your-advantages](http://www.leipzig-buchmesse.de/en/exhibit/great-reasons-to-exhibit/your-advantages) **for more information.**

In the enclosed brochure, we have compiled **all the information you need** for planning your exhibition stand and events. Information about your customer account can be found on page 5.

You can **register as an exhibitor** online on our website.  
Please observe our General and Special Conditions of Participation as well as our Technical Guidelines.  
[www.leipziger-buchmesse.de/en/exhibit/stand-planning/overview](http://www.leipziger-buchmesse.de/en/exhibit/stand-planning/overview)

You will be able to submit **event requests** once you have been approved as an exhibitor. Information on the Leipzig liest reading festival can be found on page 27.

**Book sales:** Exhibitors can independently sell their books and products to the public at Leipzig Book Fair under certain conditions. Sales are permitted at the exhibition stands or via a service provider. Exhibitors are free to choose their own service provider.

We would love to welcome you to the fair here in Leipzig.  
If you have any questions when planning your trade fair participation please contact our exhibitor service at [aussteller@leipziger-buchmesse.de](mailto:aussteller@leipziger-buchmesse.de) or +49 (0)341 678-6950.



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Attachment: Special Conditions of Participation



# PLANNING YOUR STAND

There are many good reasons to exhibit at Leipzig Book Fair. We offer a variety of exhibiting and stand options for larger publishers or publishing groups as well as solutions particularly suited to smaller independent publishers and authors.

A complete stand or your own stand? We can show you how to make your products the centre of attention.

## WOULD YOU LIKE YOUR OWN STAND IN A PARTICULAR AREA OF THE FAIR?

We offer exhibition stands starting from 4 m<sup>2</sup> in different versions.

- | Choose one of our reasonably priced, practical complete stands with a variety of design options or take a more individual approach and construct your own customised stand. See page 11 onwards for more information.
- | Note: In the Marketplace Print Graphics in the Book Art & Graphic Design exhibition area, the stand size is 3 m<sup>2</sup>.
- | If you **register** by the early-bird deadline on **10 September 2023**, we will give you a **discount of around 10%** on your trade fair rental.
- | As far as possible, we are happy to take your requests for stand placement into consideration from an early stage. Depending on the requested exhibition area, there are certain stand depths/floor plans that must be observed.

## ARE YOU A PUBLISHER OR AUTHOR WITH ONLY A FEW BOOKS TO PRESENT?

Then come and participate in the collective stand for books from small and self-publishing companies, organised by the MVB GmbH. You can submit titles to be presented at the collective stand according to subject group. However, since this is a book presentation, this will not entitle you to participate in the Leipzig liest programme. You will not be listed in Leipzig Book Fair exhibitor directories and will not receive any free admission tickets. We will be happy to put you in touch with MVB GmbH.

## ARE YOU PLANNING AN EVENT AT THE LEIPZIG LIEST READING FESTIVAL?

Leipzig Book Fair is more than just exhibition stands. All exhibitors have the opportunity to present their authors, books and programmes in addition to their exhibition stands. A perfect option can be to organise an event at the Leipzig liest reading festival. See pages 27 & 28 for more information.



### DO YOU HAVE ANY QUESTIONS ABOUT YOUR TRADE FAIR APPEARANCE?

In the Exhibitor FAQ on our website, you can find answers to the most frequently asked questions.



# CUSTOMER ACCOUNT

## CUSTOMER ACCOUNT AND SHOP FOR EXHIBITOR SERVICES

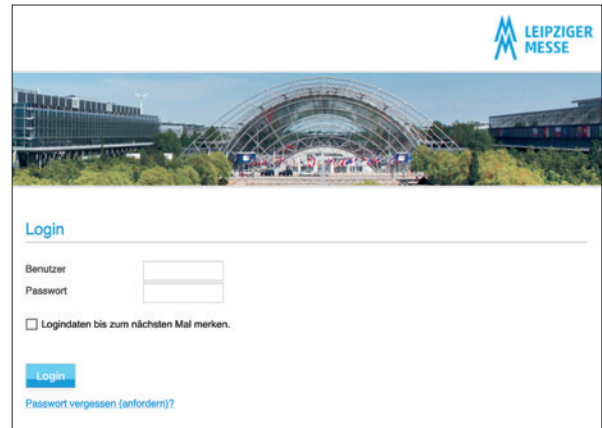
Each exhibitor at Leipziger Messe has their own customer account.

You can access your customer account via the following link: [www.leipziger-messe.de/customerlogin](http://www.leipziger-messe.de/customerlogin)

You will receive your individual user name along with your admission documents once you have registered as an exhibitor. You can then set your password from the website.

Have you exhibited before?

Your user name and your individually assigned password are still valid.



You can use your customer account to keep track of your registration and any services you have booked.

## HERE'S WHAT YOU CAN DO FROM YOUR CUSTOMER ACCOUNT:

- | Register as an exhibitor at Leipzig Book Fair 2024
- | Register co-exhibitors and additionally represented companies at your stand
- | Edit your entry in the exhibitor directory
- | Register your events for the Leipzig liest reading festival
- | Access the Shop for Exhibitor Services to order additional services

## THESE ARE SOME OF THE THINGS YOU CAN FIND IN THE SHOP FOR EXHIBITOR SERVICES

(Please also see page 8 „Important Dates“, page 32 „Book Exhibition Services“ and page 24 „Communication Flat Rate, Exhibitor Passes and Co-Exhibitors“)

- | Your free exhibitor passes to download and print@home
- | A link to the Exhibitor Ticket Shop to purchase additional paid exhibitor passes and invitations for your customers
- | Services for stand construction, event technology, catering, security, logistics and IT that are provided by Leipziger Messe GmbH
- | Order forms for paid parking tickets for the duration of the trade fair
- | An overview of all relevant contacts



# EXHIBITION AREAS AND HALL LAYOUTS

Exhibitors are thematically grouped together in order to ensure that visitors can easily find their way around the various themed areas. The fantasy section is located in Hall 3 together with the area for children and teenagers – adjacent to Manga-Comic-Con in Hall 1 and 3. The local integration of these themes makes it possible to present the world of literature to children and young people in a more comprehensive way, thus strategically investing in the promotion of reading.

Hall 2 showcases the exhibition areas specialist books & science, fiction and non-fiction, religion, book art and graphic design, travel literature, audiobooks and education. Particularly for exhibitors of books on specialist subjects, this offers an ideal connection to the Congress Center Leipzig, where numerous professional events will be taking place. Fiction and non-fiction as well as media, newspapers and magazines will be located in various themed areas in Halls 2, 4 and 5.

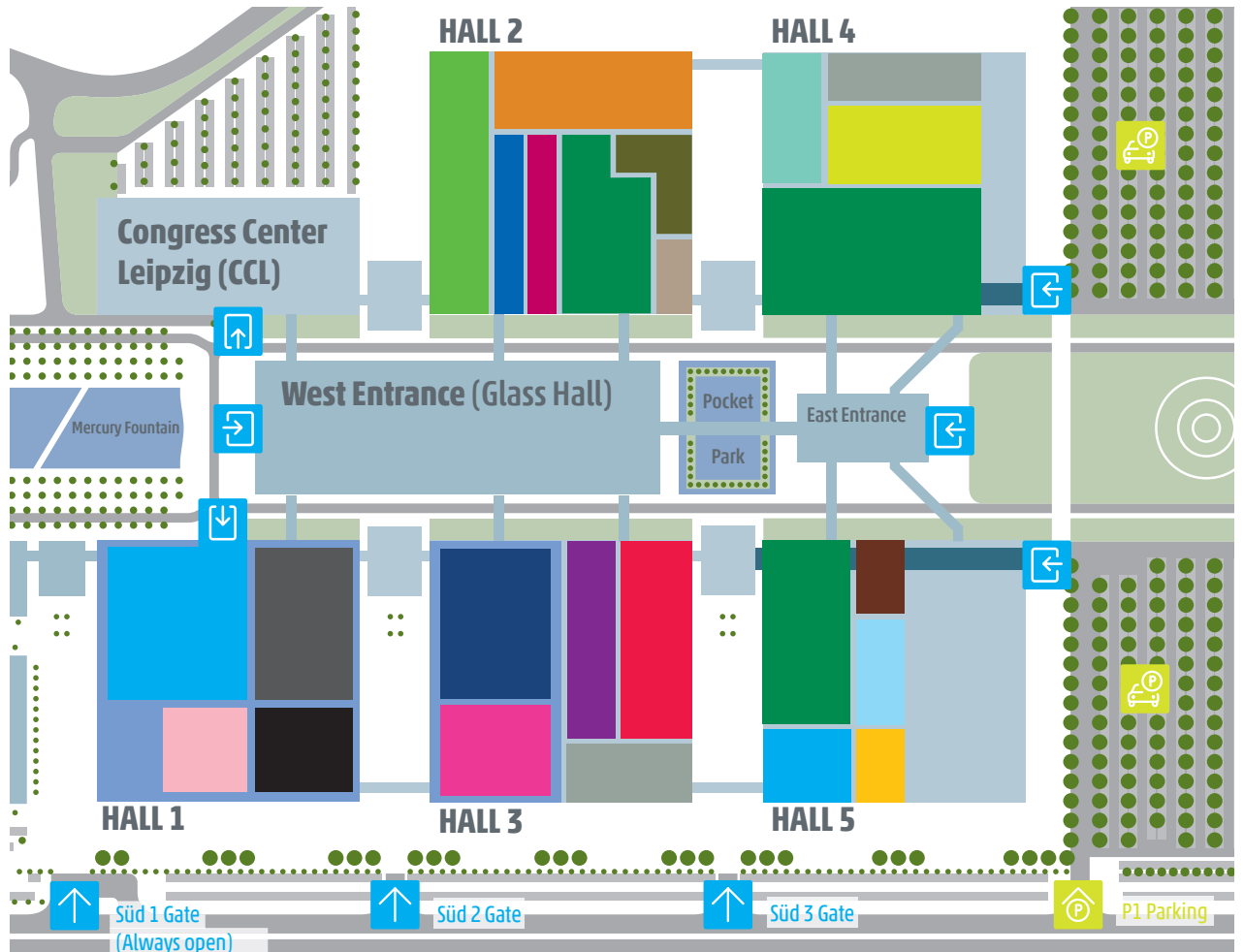
Hall 4 will also accommodate international themes and music. Visitors in Hall 5 will discover art books, non-books, service providers for publishers and bookstores, as well as [autooren@leipzig](mailto:autooren@leipzig).

Stands will be allocated to exhibitors according to the time of registration, as well as the available space, the exhibitor's needs and the possible options. Depending on the number of registrations, we will plan the hall layout and structure the exhibition areas at our own discretion. We plan to announce the stand numbers in early January.



# EXHIBITION AREAS AND HALL LAYOUTS

Leipzig Book Fair presents a wide and highly varied range of literature and media.  
**According to current plans**, it is divided into the following sections:



<b>HALL 2</b>	<ul style="list-style-type: none"> <li>FOCUS ON EDUCATION</li> <li>SPECIALIST BOOKS AND SCIENCE</li> <li>TRAVEL BOOKS</li> <li>FICTION/NON-FICTION</li> <li>AUDIOBOOKS</li> <li>BOOK ART &amp; GRAPHIC DESIGN</li> <li>RELIGION</li> </ul>
<b>HALL 3</b>	<ul style="list-style-type: none"> <li>MANGA-COMIC-CON Book Town/Anime &amp; Film Avenue/Gaming</li> <li>MANGA-COMIC-CON Main Stage</li> <li>FANTASY BOOKS</li> <li>BOOKS FOR CHILDREN AND TEENAGERS</li> <li>CHILDREN'S BOOKS RETAIL/FANTASY BOOKS RETAIL</li> </ul>
<b>HALL 1</b>	<ul style="list-style-type: none"> <li>MANGA-COMIC-CON Merch City/Fashion District/Asian Village</li> <li>MANGA-COMIC-CON Artist Area / New Artist Alley</li> <li>MANGA-COMIC-CON Cosplay Corner</li> <li>MANGA-COMIC-CON Black Sofa/Signing Area</li> </ul>

<b>HALL 4</b>	<ul style="list-style-type: none"> <li>FICTION/NON-FICTION</li> <li>MUSIC</li> <li>INTERNATIONAL AREA</li> <li>TRADE FAIR BOOKSHOP</li> </ul>
<b>HALL 5</b>	<ul style="list-style-type: none"> <li>FICTION/NON-FICTION</li> <li>ART BOOKS</li> <li>AUTOREN@LEIPZIG</li> <li>SERVICE PROVIDERS FOR BOOK STORES AND PUBLISHERS</li> <li>NON-BOOK</li> </ul>

Änderungen vorbehalten. Stand: Juni 2023



# OVERVIEW OF IMPORTANT DATES

What?		When?
Registration as an exhibitor	Exhibition stand	from August 2023
Mailing of stand admission	Exhibition stand	after exhibitor registration processing
Start of hall layout planning and stand allocation	Exhibition stand	from September 2023
Registration of entries for Leipzig Book Fair Prize	Leipzig Book Fair Prize	from September (after receipt of exhibitor registration)
Exhibitor registration by the early-bird deadline	Exhibition stand	10 September 2023
Start of registration of events	Leipzig liest	2 October 2023
Deadline to submit titles for Leipzig Book Fair Prize	Leipzig Book Fair Prize	2 October 2023
Registration deadline for exhibitors	Exhibition stand	30 October 2023
Media shop for exhibitors opens (for booking additional advertising options, e.g. in the exhibitor directory or the app)	Exhibition stand	from November 2023
Registration deadline for event requests	Leipzig liest	30 November 2023
Exhibitor directory goes online	Exhibition stand	Beginning of December 2023
Ticket shop opens for visitors		Beginning of December 2023
Mailing of stand allocations (hall and stand numbers)	Exhibition stand	from January 2024
Shop for Exhibitor Services opens: orders can be placed for items such as parking permits, customer invitations, stand construction services, technical services	Exhibition stand	from January 2024
Registration deadline for self-organised events with their own location and editorial deadline	Leipzig liest	15 January 2024
Exhibitor directory with stand numbers goes online	Exhibition stand	from mid-January 2024
Stand enlargement/modifications to stand design, where possible	Exhibition stand	by 12 February 2024
Deadline for submitting orders to the Shop for Exhibitor Services	Exhibition stand	21 February 2024
Deadline for submitting permit applications	Exhibition stand	21 February 2024
Leipzig liest programme goes online	Leipzig liest	22 February 2024
Late surcharge for selected services in the Shop for Exhibitor Services	Exhibition stand	vor orders from from 22 February 2024
Shop for Exhibitor Services closes	Exhibition stand	12 March 2024
<b>Leipzig Book Fair</b>		<b>21 – 24 March 2024</b>

Additional dates (e.g. stand set-up and dismantling times) can be found on our website at [www.leipzig-er-buchmesse.de/en/exhibit/stand-planning/dates-prices/](http://www.leipzig-er-buchmesse.de/en/exhibit/stand-planning/dates-prices/) (Exhibitions/Planning Your Exhibition Stand/Dates) and in our Special Conditions of Participation.





# PRICE LIST FOR EXHIBITION SPACE

In order to start planning for Leipzig Book Fair with a secure registration status, the **registration deadline** will be **30 October 2023**. After that, registrations will only be accepted on request, at the discretion of Leipziger Messe and under different terms and conditions.

Details on the stand packages, descriptions of each stand type and calculation examples can be found in the information sheets on „Complete Stands“ (from page 11).

All prices plus VAT.

<b>COMPLETE STANDS</b> (incl. stand set-up and dismantling)	<b>STAND SIZE</b>	<b>TRADE FAIR RENT FOR REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)</b>	<b>TRADE FAIR RENT FOR REGISTRATION FROM 11 SEPTEMBER 2023</b>
<b>Version A</b>	from 8 m <sup>2</sup>	€366/m <sup>2</sup>	€406/m <sup>2</sup>
<b>Version B</b>	from 8 m <sup>2</sup>	€440/m <sup>2</sup>	€488/m <sup>2</sup>
<b>Version C</b>	from 9 m <sup>2</sup>	€567/m <sup>2</sup>	€629/m <sup>2</sup>
<b>National Collective Stand</b> (international joint participation); equipped as Version B	from 8 m <sup>2</sup>	€271/m <sup>2</sup>	€300/m <sup>2</sup>
<b>Small stand classic S</b>	4 m <sup>2</sup>	€190/m <sup>2</sup>	€211/m <sup>2</sup>
<b>Small stand classic M</b>	6 m <sup>2</sup>	€202/m <sup>2</sup>	€224/m <sup>2</sup>
<b>Small stand classic S without partition wall*</b>	4 m <sup>2</sup>	€256/m <sup>2</sup>	€285/m <sup>2</sup>
<b>Small stand dialog</b>	6 m <sup>2</sup>	€202/m <sup>2</sup>	€224/m <sup>2</sup>

\* See point 1.7 of the Special Conditions of Participation

<b>COMPLETE STANDS IN THE EXHIBITION AREA FOR BOOK ART &amp; GRAPHIC DESIGN</b> (incl. stand set-up and dismantling)	<b>STAND SIZE</b>	<b>TRADE FAIR RENT FOR REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)</b>	<b>TRADE FAIR RENT FOR REGISTRATION FROM 11 SEPTEMBER 2023</b>
<b>Complete stand Book Art &amp; Graphic Design</b> *1	8 – 12 m <sup>2</sup>	€167/m <sup>2</sup>	€185/m <sup>2</sup>
<b>Artist's stand in the Marketplace Print Graphics</b> *2	3 m <sup>2</sup>	€137/m <sup>2</sup>	€152/m <sup>2</sup>

\*1 This version is only available when you book a row or corner stand. Should you prefer a head or block stand, the exhibition fees for self-builders apply.

\*2 This version can only be booked in the Marketplace Print Graphics.

In the exhibition area for Book Art & Graphic Design special terms apply. These can be found in the Special Conditions of Participation.

Stand packages by Leipziger Messe GmbH are offered in the company's own name and on its own behalf. Its subsidiary FAIRNET GmbH is responsible for the technical implementation. FAIRNET GmbH General Terms and Conditions of Business and Rental also apply and are available upon request.

<b>SELF-BUILD STAND</b>	<b>STAND SIZE</b>	<b>TRADE FAIR RENT FOR REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)</b>	<b>TRADE FAIR RENT FOR REGISTRATION FROM 11 SEPTEMBER 2023</b>
	from 4 m <sup>2</sup>	€224/m <sup>2</sup>	€248/m <sup>2</sup>



# PRICE LIST FOR FEES

You can find more details on the fees in the Special Conditions of Participation or on the following pages.

Fees are generally invoiced together with the trade fair rental.

All prices plus VAT.

## Mandatory for all main and co-exhibitors

### Communication flat rate

For 3 m <sup>2</sup> stands (Marketplace Print Graphics)	€42
For main exhibitors with small stands (4 or 6 m <sup>2</sup> )	€93
For main exhibitors with stands from 8 m <sup>2</sup>	€203
For co-exhibitors	included in the fee for co-exhibitors

## Mandatory for all main exhibitors

AUMA fee	€0.60/m <sup>2</sup>
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## Mandatory when booking a complete stand

### Electrical connection (2 kW)

For small stands (4 or 6 m <sup>2</sup> )	€178
For all other versions (from 8 m <sup>2</sup> )	€233

## Additional fees

Co-exhibitors	€240
Additionally represented companies	€155
Leipzig liest fee 1 per event (for the main exhibitor based on exhibition space key)	€45
Leipzig liest fee 2 per event (for co-exhibitors)	€99
Processing fee for address and billing changes (after registration)	€45
Processing fee for stand changes from 13 February 2024	€60
Fee for extended stand construction or dismantling times (Flat rate per day and per stand)	Please enquire for prices
Surcharge for stands extending into the aisles (flat rate multiplied by the length of the stand adjacent to the relevant aisle)	€115
Contractual penalty per violation	€500
Surcharge for late bookings for registrations from 31 October 2023 (up to 6 m <sup>2</sup> ) per stand	€285
Surcharge for late bookings for registrations from 31 October 2023 (from 8 m <sup>2</sup> ) per stand	€525
Surcharge for co-exhibitor late bookings for registrations from 16 December 2023 (per co-exhibitor)	€60
Fee for closing off the side of a stand along an aisle	for each meter or part thereof €100
Surcharge for two-storey stand constructions	50% of the applicable trade fair rental price per m <sup>2</sup>

## Cancellation and withdrawal fees/Fees for reducing stand size (see point 1.10 in the Special Conditions of Participation)

### Cancellation fee for withdrawals before admission

For exhibitors with 6 m <sup>2</sup> stand space or less	€189
For exhibitors with 8 m <sup>2</sup> stand space or more	€399

### Cancellation fee after admission

100% of the trade fair rental

### Fee for reducing stand size after admission

100% of the fee for the cancelled space

### Cancellation fee for co-exhibitors

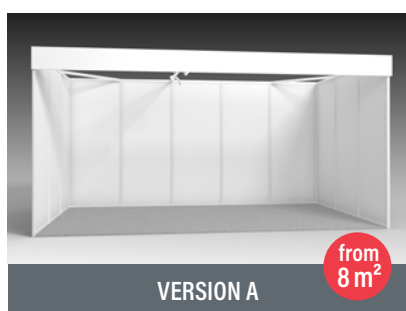
Up to the co-exhibitor registration deadline on 15.12.2023	€60
After the co-exhibitor registration deadline from 16.12.2023	€240



# EXHIBITION STAND: OVERVIEW OF STAND PACKAGES

## OVERVIEW OF COMPLETE STAND PACKAGES

Various stand packages are available at Leipzig Book Fair. FAIRNET GmbH as our stand builder is responsible for overall stand construction. All you have to do is arrange or decorate your stand. Below, you can find a comparison of the various complete stand packages, explanations of the options and a calculation example for trade fair rental and fees in each case. Your stand will be positioned as a row, corner, head or block stand according to our capabilities in hall layout and your preferences. See page 13 for more information.



STAND CONSTRUCTION SERVICES	VERSION A	VERSION B	VERSION C
Partition wall system: 100x250 cm (WxH), white*	✓	✓	✓
Fascia, 30 cm high, white	✓	✓	✓
1 Logo (max. 40x30 cm) or 1x lettering (Futura, dark grey), 10 cm high, max. 25 characters		✓	✓
Bookshelves, white		✓	✓
Counter with sliding doors, white (Please order door lock separately)		✓	✓
Booth (1 m <sup>2</sup> ) includes lockable door			✓
Furniture: 1 Table, 70x70x72 cm white, 3 chairs, anthracite			✓
Lighting	3 spotlights	✓	✓
Needle felt floor covering, anthracite, 3000	✓	✓	✓
Triple socket (Power connection will be charged separately)	✓	✓	✓

\*other colours available for a fee



# COMPLETE STAND PACKAGES



STAND CONSTRUCTION SERVICES	CLASSIC S	CLASSIC S WITHOUT PARTITION WALL	CLASSIC M	DIALOG
Partition wall system 100x250 cm (WxH), white*	✓	✓	✓	100/50x250cm (WxH) white/dark grey*
Fascia, 30 cm high, white	✓	✓	✓	✓
1 Logo (max. 40x30 cm) or 1x lettering (Futura, dark grey), 10 cm high, max. 25 characters	✓	✓	✓	✓
Bookshelves, white	✓	✓	✓	
Counter with sliding doors, white (Please order door lock separately)	✓	✓	✓	
1 Sideboard, white, lockable				✓
1 Table, connected to wall				✓
2 Bar stools, white				✓
Long-arm spotlight	✓	✓	✓	✓
Needle felt floor covering, anthracite, 3000	✓	✓	✓	✓
Triple socket (Power connection will be charged separately)	✓	✓	✓	✓

\*other colours available for a fee



# EXHIBITION STAND: OVERVIEW OF STAND TYPES

Your stand will be positioned as a row, corner, head or block stand according to our capabilities in hall layout and your preferences. At the latest, you will receive your stand confirmation with your stand allocation (from January 2024). The following overview shows examples of the various stand types.

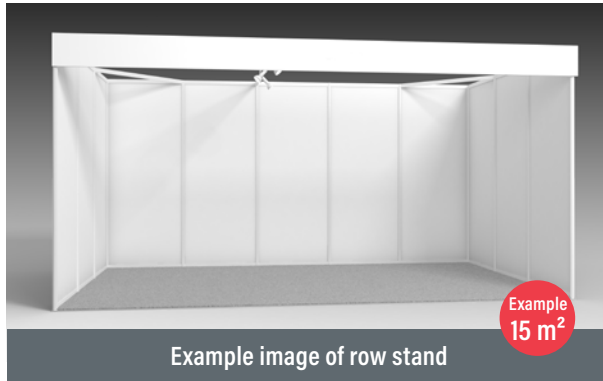
In the interest of the stands across from you, exhibitors with corner, head and block stands may not position a closed wall along an aisle. Please note point 1.7 in our Special Conditions of Participation.

<p>Small stand classic S 4 m<sup>2</sup></p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Small stand classic S without partition wall 4 m<sup>2</sup></p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Small stand classic M 6 m<sup>2</sup></p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Small stand dialog 6 m<sup>2</sup></p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Complete stand version A</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Complete stand version B</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Complete stand version C</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Complete stand Book Art and Graphic Design</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Head stand with 3 open sides</p>	<p>HEAD STAND</p>			

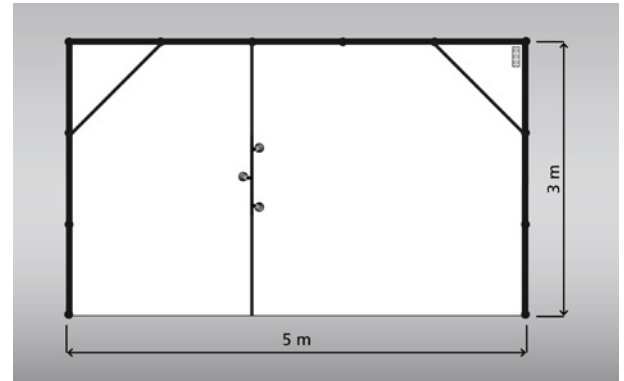


# COMPLETE STAND PACKAGES

## COMPLETE STAND VERSION A (from 8 m<sup>2</sup>)



Example image of row stand



### OUR STAND CONSTRUCTION SERVICES

- | **Partition wall system**, 100x250 cm (WxH), white (other colours available for a fee)
- | **Fascia**, 30 cm high, white
- | **Lighting**, 3 Spotlights
- | **Needle felt floor covering**, anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Depending on the registered size of your stand, you will receive a number of free exhibitor passes and can register events for the Leipzig liest reading festival. You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

### CALCULATION EXAMPLE FOR A 15 M<sup>2</sup> EXHIBITION STAND

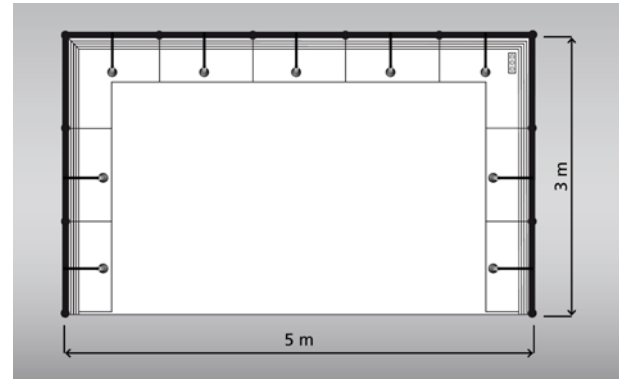
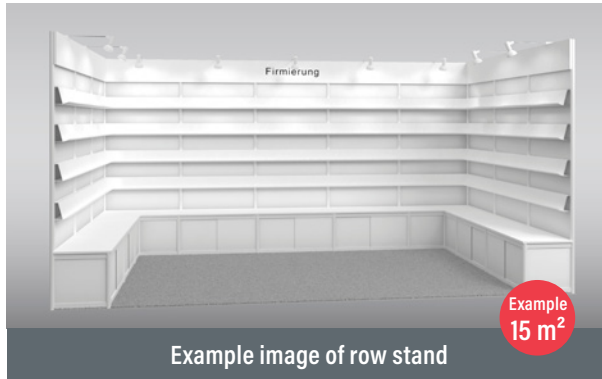
	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (15 m <sup>2</sup> )	€5,490	€6,090
AUMA fee	€9	€9
Electrical connection	€233	€233
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€203	€203
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	4 passes	4 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€5,935</b>	<b>€6,535</b>

All prices plus VAT.



# COMPLETE STAND PACKAGES

## COMPLETE STAND VERSION B (from 8 m<sup>2</sup>)



### OUR STAND CONSTRUCTION SERVICES

- | **Partition wall system**, 100x250 cm (WxH), white (other colours available for a fee)
- | **Fascia**, 30 cm high, white
- | **1 Logo (max. 40x30 cm) or 1x lettering** (Futura, dark grey), 10 cm high, max. 25 characters
- | **Bookshelves**, white
- | **Counter with sliding doors**, white (Please order door lock separately)
- | **Lighting**: Long-arm spotlight
- | **Needle felt floor covering**, anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Depending on the size of your stand, you will receive a number of free exhibitor passes and can register events for the Leipzig liest reading festival. You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

CALCULATION EXAMPLE FOR A 15 M <sup>2</sup> EXHIBITION STAND	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (15 m <sup>2</sup> )	€6,600	€7,320
AUMA fee	€9	€9
Electrical connection	€233	€233
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€203	€203
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	4 passes	4 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€ 7,045</b>	<b>€ 7,765</b>

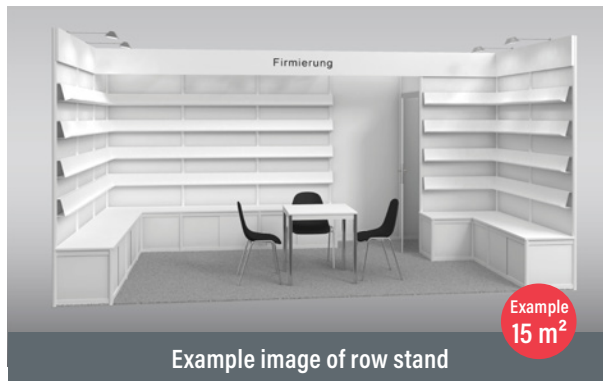
All prices plus VAT.



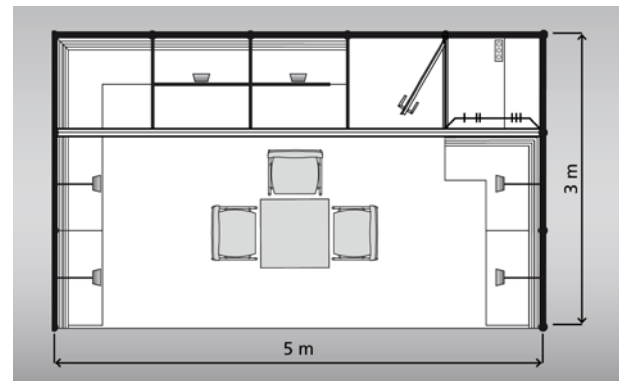


# COMPLETE STAND PACKAGES

## COMPLETE STAND VERSION C (from 9 m<sup>2</sup>)



Example image of row stand



### OUR STAND CONSTRUCTION SERVICES

- | **Partition wall system**, 100x250 cm (WxH), white (other colours available for a fee)
- | **Fascia**, 30 cm high, white
- | **1 Logo (max. 40x30 cm) or 1x lettering** (Futura, dark grey), 10 cm high, max. 25 characters
- | **Bookshelves**, white
- | **Counter with sliding doors**, white (Please order door lock separately)
- | **Booth** (1 m<sup>2</sup>) Includes lockable door
- | **Furniture:**, 1 Table, 70x70x72 cm white, 3 Chairs, anthracite
- | **Lighting**, Spotlights
- | **Needle felt floor covering**, anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Depending on the size of your stand, you will receive a number of free exhibitor passes and can register events for the Leipzig liest reading festival. You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

### CALCULATION EXAMPLE FOR A 15 M<sup>2</sup> EXHIBITION STAND

	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (15 m <sup>2</sup> )	€8,505	€9,435
AUMA fee	€9	€9
Electrical connection	€233	€233
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€203	€203
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	4 passes	4 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€8,950</b>	<b>€9,880</b>

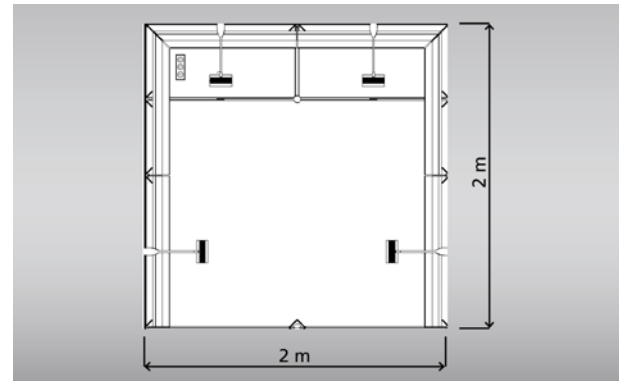
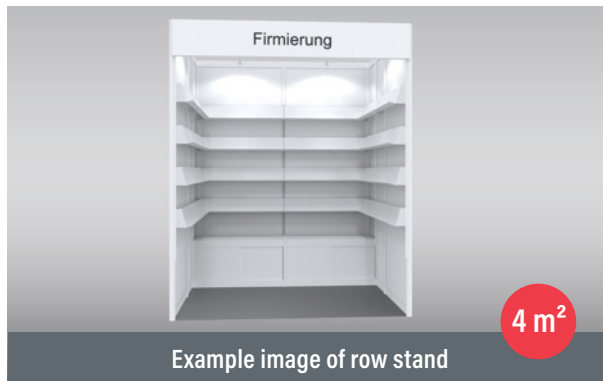
All prices plus VAT.





# COMPLETE STAND PACKAGES

## SMALL STAND CLASSIC S (4 m<sup>2</sup>)



### OUR STAND CONSTRUCTION SERVICES

- | **Partition wall system**, 100x250 cm (WxH), white (other colours available for a fee)
- | **Fascia**, 30 cm high, white
- | **1 Logo (max. 40x30 cm) or 1x lettering** (Futura, dark grey), 10 cm high, max. 25 characters
- | **Bookshelves**, white
- | **Counter with sliding doors**, white (Please order door lock separately)
- | **Lighting**, Spotlights
- | **Needle felt floor covering**, anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Based on the size of your stand, you will receive a number of free exhibitor passes (2) and can register your event for the Leipzig liest reading festival (1 event in accordance with the exhibition space key). You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

### CALCULATION EXAMPLE FOR A 4 M<sup>2</sup> EXHIBITION STAND

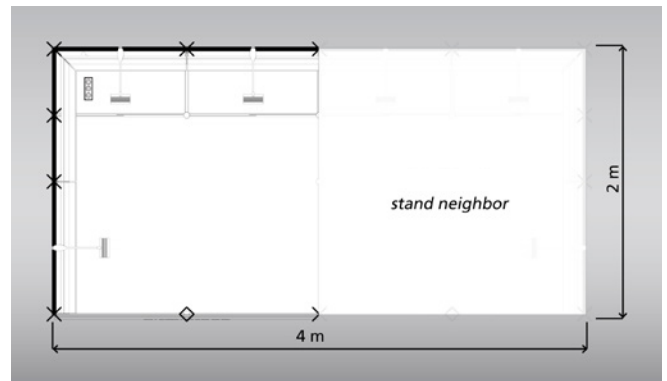
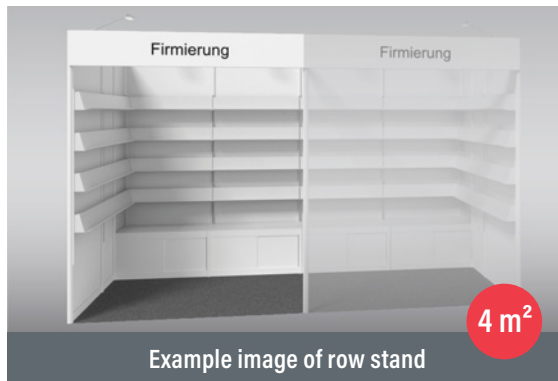
	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (4 m <sup>2</sup> )	€760	€844
AUMA fee	€2.40	€2.40
Electrical connection	€178	€178
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€93	€93
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	2 passes	2 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€1,033.40</b>	<b>€1,117.40</b>

All prices plus VAT.



# COMPLETE STAND PACKAGES

## SMALL STAND CLASSIC S WITHOUT PARTITION WALL (4 m<sup>2</sup>)



### OUR STAND CONSTRUCTION SERVICES

- | **Partition wall system**, 100x250 cm (WxH), white (other colours available for a fee)
- | **Fascia**, 30 cm high, white
- | **1 Logo (max. 40x30 cm) or 1x lettering** (Futura, dark grey), 10 cm high, max. 25 characters
- | **Bookshelves**, white
- | **Counter with sliding doors**, white (Please order door lock separately)
- | **Lighting**, Spotlights
- | **Needle felt floor covering**, anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Based on the size of your stand, you will receive a number of free exhibitor passes (2) and can register your event for the Leipzig liest reading festival (1 event in accordance with the exhibition space key). You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

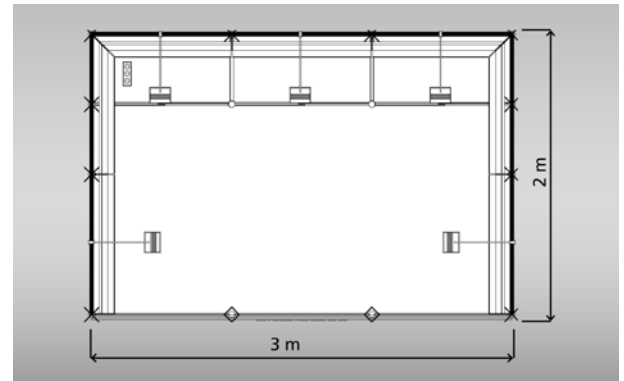
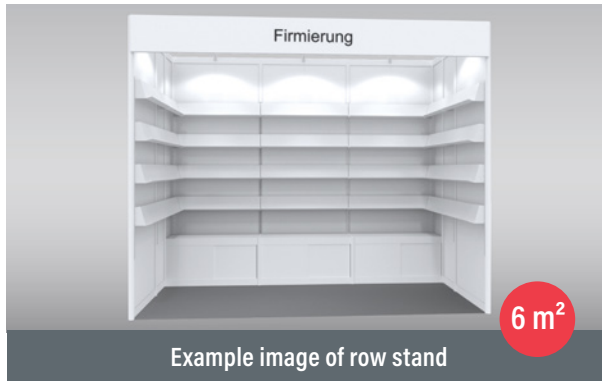
CALCULATION EXAMPLE FOR A 4 M <sup>2</sup> EXHIBITION STAND	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (4 m <sup>2</sup> )	€1,024	€1,140
AUMA fee	€2.40	€2.40
Electrical connection	€178	€178
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€93	€93
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	2 passes	2 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€1,297.40</b>	<b>€1,413.40</b>

All prices plus VAT.



# COMPLETE STAND PACKAGES

## SMALL STAND CLASSIC M (6 m<sup>2</sup>)



### OUR STAND CONSTRUCTION SERVICES

- | **Partition wall system**, 100x250 cm (WxH), white (other colours available for a fee)
- | **Fascia**, 30 cm high, white
- | **1 Logo (max. 40x30 cm) or 1x lettering** (Futura, dark grey), 10 cm high, max. 25 characters
- | **Bookshelves**, white
- | **Counter with sliding doors**, white (Please order door lock separately)
- | **Lighting**: Long-arm spotlight
- | **Needle felt floor covering**, anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Based on the size of your stand, you will receive a number of free exhibitor passes (3) and can register your events for the Leipzig liest reading festival (2 events in accordance with the exhibition space key). You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

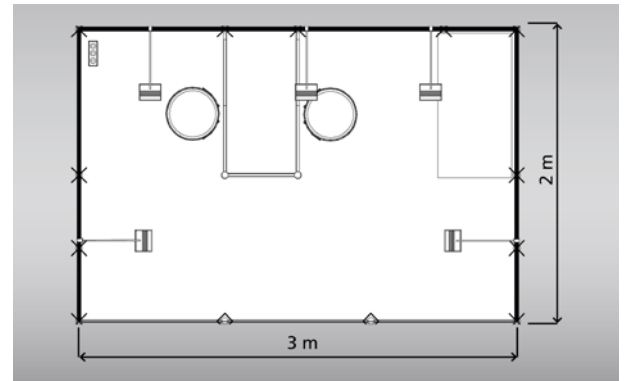
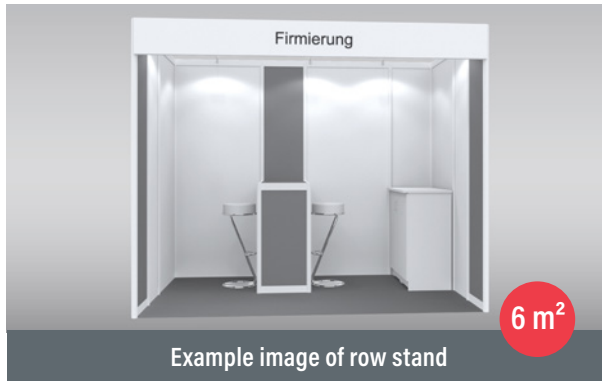
CALCULATION EXAMPLE FOR A 6 M <sup>2</sup> EXHIBITION STAND	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (6 m <sup>2</sup> )	€1,212	€1,344
AUMA fee	€3.60	€3.60
Electrical connection	€178	€178
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€93	€93
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	3 passes	3 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€1,486.60</b>	<b>€1,618.60</b>

All prices plus VAT.



# COMPLETE STAND PACKAGES

## SMALL STAND DIALOG (6 m<sup>2</sup>)



### OUR STAND CONSTRUCTION SERVICES

- | **Partition wall system**, 100x250 cm (WxH), white/dark grey (other colours available for a fee)
- | **Fascia**, 30 cm high, white
- | **1 Logo (max. 40x30 cm) or 1x lettering** (Futura, dark grey), 10 cm high, max. 25 characters
- | **1 Sideboard**, white, lockable
- | **1 Table**, connected to wall, dark grey
- | **2 Bar stools**, white
- | **Lighting**: Long-arm spotlight
- | **Needle felt floor covering**, anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Based on the size of your stand, you will receive a number of free exhibitor passes (3) and can register your events for the Leipzig liest reading festival (2 events in accordance with the exhibition space key). You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

CALCULATION EXAMPLE FOR A 6 M <sup>2</sup> EXHIBITION STAND	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (6 m <sup>2</sup> )	€1,212	€1,344
AUMA fee	€3.60	€3.60
Electrical connection	€178	€178
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€93	€93
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	3 passes	3 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€1,486.60</b>	<b>€ 1,618.60 €</b>

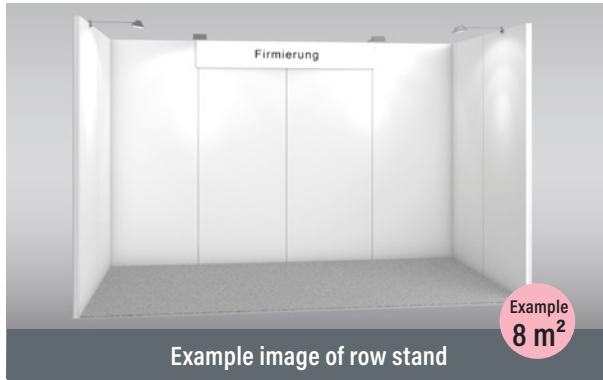
All prices plus VAT.



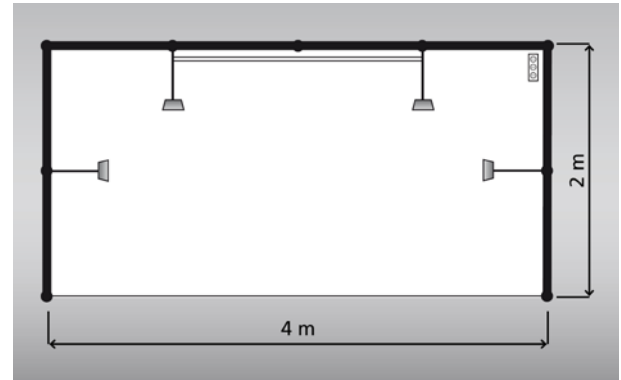
# COMPLETE STAND PACKAGES

## COMPLETE STAND BOOK ART & GRAPHIC DESIGN (8 to 12 m<sup>2</sup>)

In the exhibition area for Book Art & Graphic Design, different rules apply. These can be found in the Special Conditions of Participation.



Example image of row stand



### OUR STAND CONSTRUCTION SERVICES

- | **Plywood partition wall:** 250 cm high, white (suitable for nails/adhesives)
- | **Fascia,** 30 cm high, white
- | **1 Logo (max. 40x30 cm) or 1x lettering** (Futura, dark grey), 10 cm high, max. 25 characters
- | **Lighting:** Long-arm spotlight (1 light per 2 m<sup>2</sup> stand space)
- | **Needle felt floor covering,** anthracite, 3000
- | **Triple socket** (Power connection will be charged separately)

### ADDITIONAL SERVICES

Based on the size of your stand, you will receive a number of free exhibitor passes and can register events for the Leipzig liest reading festival. You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

CALCULATION EXAMPLE FOR AN 8 M <sup>2</sup> EXHIBITION STAND	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (8 m <sup>2</sup> )	€1,336	€1,480
AUMA fee	€4.80	€4.80
Electrical connection	€233	€233
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€203	€203
Free exhibitor passes (for the main exhibitor based on the stand size + one pass for each co-exhibitor)	4 passes	4 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€1,776.80</b>	<b>€1,920.80</b>

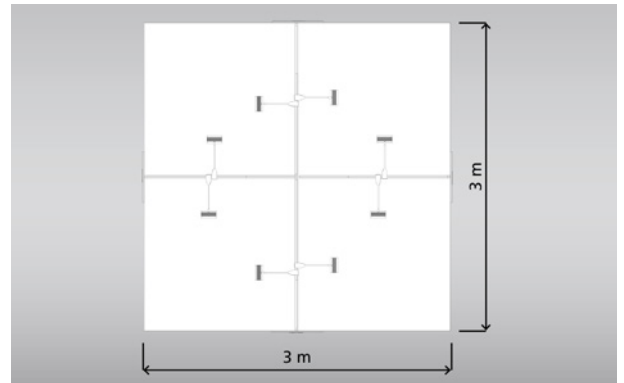
All prices plus VAT.



# COMPLETE STAND PACKAGES

## EXHIBITION AREA FOR BOOK ART & GRAPHIC DESIGN: ARTIST'S STAND MARKETPLACE PRINT GRAPHICS

In the exhibition area for Book Art & Graphic Design, different rules apply. These can be found in the Special Conditions of Participation.



### OUR STAND CONSTRUCTION SERVICES

- | **Plywood partition wall:** 150x250 cm (WxH), white (suitable for nails/adhesives) | **Needle felt floor covering,** anthracite, 3000
- | **Lighting:** 2 Long-arm spotlight | **A power connection is available**

**Please note:** *The registered exhibition area, i.e., the area of the carpet, is 3 square meters. The two wall elements each have a width of 150 cm.*

### ADDITIONAL SERVICES

You will receive a free exhibitor pass in accordance with the size of your stand.

CALCULATION EXAMPLE FOR A 3 M <sup>2</sup> EXHIBITION STAND	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Trade fair rental incl. stand construction (3 m <sup>2</sup> )	€411	€456
AUMA fee	€1.80	€1.80
Electrical connection	included	included
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€42	€42
Free exhibitor pass (based on the stand size)	1 pass	1 pass
<b>TOTAL PRICE</b>	<b>€454.80</b>	<b>€499.80</b>

All prices plus VAT.



# SELF-BUILD STAND

When booking a self-build stand, you rent an empty exhibition space from us and are entirely free to plan your stand to your own specifications together with your trade fair construction partners. When choosing the self-build stand, you must take particular care to observe the Technical Guidelines in addition to the Conditions of Participation. Partition walls to the neighbouring stands are mandatory. The stand plans must be submitted to our Event Technology Department in advance of the fair.

## ADDITIONAL SERVICES

Depending on the size of your stand, you will receive a number of free exhibitor passes and can register events for the Leipzig liest reading festival. You can find more information in the Special Conditions of Participation or on pages 24 and 27 onwards.

CALCULATION EXAMPLE FOR A 12 M <sup>2</sup> EXHIBITION STAND	REGISTRATION BY 10 SEPTEMBER 2023 (EARLY BIRD)	REGISTRATION FROM 11 SEPTEMBER 2023
Stand rental (12 m <sup>2</sup> )	€2,688	€2,976
AUMA fee	€7.20	€7.20
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€203	€203
Free exhibitor passes (for the main exhibitor based on the space rented + one pass for each co-exhibitor)	4 passes	4 passes
Co-exhibitor fee, where applicable		
Fee for additionally represented companies, where applicable		
Leipzig liest fee 1, where applicable		
<b>TOTAL PRICE</b>	<b>€2,898.20</b>	<b>€3,186.20</b>

All Prices plus VAT.



# COMMUNICATION FLAT RATE, EXHIBITOR PASSES AND CO-EXHIBITORS

Please take note of the following information when planning your stand. This information is also available in the Special Conditions of Participation.

## COMMUNICATION FLAT RATE

Leipziger Messe has appointed NEUREUTER FAIR MEDIA GmbH, Leipzig Office, Messe-Allee 2, 04356 Leipzig to publish and market all media entries. Any other publishers issuing similar directories are not authorised by Leipziger Messe.

Entry in the exhibitor directory is mandatory for main and co-exhibitors.

The communication flat rate includes the following elements in the exhibitor directory at [www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de) and in the Book Fair app:

- | Listing of the publisher's or company's name, address, telephone, email, internet and stand number (the entry must match the registered company address)
- | Link to exhibitor's website
- | Listing of 2 contact persons in the exhibitor entry
- | Individual advertising text of up to 450 characters
- | Listing of all sectors and product groups given in the company profile on the exhibitor application form
- | Images of all social media buttons

As of November 2023, NEUREUTER FAIR MEDIA will inform you about more listing options in trade fair media (in print and online). Additional entries are available for a fee.

## EXHIBITOR PASSES

Main exhibitors will receive a number of free exhibitor passes based on the following exhibition space key:

- |                                                  |                                                                 |
|--------------------------------------------------|-----------------------------------------------------------------|
| 3 m <sup>2</sup> exhibition space 1 pass         | 21 to 40 m <sup>2</sup> exhibition space 6 passes               |
| 4 m <sup>2</sup> exhibition space 2 passes       | 42 to 60 m <sup>2</sup> exhibition space 8 passes               |
| 6 m <sup>2</sup> exhibition space 3 passes       | 62 to 100 m <sup>2</sup> exhibition space 10 passes             |
| 8 to 20 m <sup>2</sup> exhibition space 4 passes | For each additional 50 m <sup>2</sup> exhibition space 2 passes |

The main exhibitor will receive one exhibitor pass for each registered co-exhibitor free of charge. Exhibitor passes are available only as online tickets. Exhibitor passes can be personalised via your customer account approximately 4 weeks before the start of the trade fair. Passes will not be sent by post.

## CO-EXHIBITORS

Exhibitors must register any co-exhibitors and additionally represented companies on their stand by 15 December 2023 for a fee that can be found on the current price list. Later registration is possible only upon request and requires the payment of a late booking fee. You can register co-exhibitors and additionally represented companies directly during online registration or at a later date via your customer account.





# COMPANY PROFILE

## **autoren@leipzig**

Author presentation  
Author portals  
Services/offers for authors  
Authors' groups/federations

## **Fiction**

General fiction  
Erotica  
Fantasy/Science fiction  
Historical novels  
Humour and Satire  
Crime thrillers and horror  
Poetry  
New adult  
Romantasy  
Queer literature

## **Education/School/Preschool**

Education, in general  
Extracurricular activities  
Crafting, painting, playing  
General teaching and learning media (schoolbooks)  
Digital teaching and learning media  
Specialist educational literature  
Facilities, school and preschool equipment  
Reading promotion  
Political education  
Adult education

## **Book Art and Graphic Design**

Book art  
Print graphics  
Illustration  
Art colleges

## **Comics**

Cartoons  
Comics  
Graphic novels  
Manga/Manhwa/Webtoons

## **Computer and video games**

Computer and video games, in general

## **Service providers in book trade**

General service providers  
Agencies  
Digital products and services  
Distribution  
Producers of printed materials

## **DVD/Blu-ray/Video-on-demand**

DVD/Blu-ray  
Video-on-demand

## **E-Books/Apps**

E-Book  
Apps

## **Specialist/scientific and academic books**

Specialist/scientific and academic books  
Humanities  
Medicine  
Natural sciences  
Social sciences  
Linguistics  
Economics and law

## **Gift books**

Gift books, in general

## **Audio**

Audio books, in general  
Audio plays  
Podcasts  
Streaming

## **International/Foreign language literature**

International/Foreign language literature



# COMPANY PROFILE

## Calendars

Calendars, in general

## Books for children and teenagers

Media for children and teenagers  
Picture books  
Beginning readers  
Books for children  
Middle grade books  
Young adults  
Reading promotion for children and teenagers  
Storybooks  
Comics/manga for children and teenagers  
Fantasy for children and teenagers  
Non-fiction for children and teenagers

## Art books

Art books, in general  
Facsimile

## Media

Media, in general  
Television  
Internet  
Broadcasting corporation  
Newspapers and magazines  
Social Media

## Music

Music, in general  
Instruments  
Sheet music  
Music education

## Non-books

Non-books, in general  
Book furniture and accessories  
Gift items  
Stationery Games

## Print on demand

Print on demand, in general

## Self-help books

Practical guides and self-help books  
Career and economics  
Relationships and sexuality  
Family and parenting  
Lifestyle and sport  
Health and beauty  
Hobbies and creativity  
Food and beverages  
Plants and gardening  
Animal and pet care  
Interior design  
Esoteric and spirituality  
Technology

## Travel

Travel, in general  
Travel pictorials  
Globes  
Maps  
Travel guides

## Regional interest

Regional interest, in general

## Religion

Religion, in general

## Non-fiction

Non-fiction, in general  
Biographies and Memoires  
Philosophy  
Politics  
Economics  
Climate, environment and sustainability  
Diversity and an open society  
History and current affairs

## Associations/organisations/authorities/institutions

Associations/organisations/authorities/institutions, in general



# LEIPZIG LIEST

## **Leipzig Book Fair and Manga-Comic-Con offer much more than just exhibitions.**

As an exhibitor, you have the option to present your authors, books and programmes in addition to your exhibition stand. A perfect option can be to organise an event at the Leipzig liest reading festival. To participate in the Leipzig liest reading festival, please observe our Special Conditions of Participation.

## **WHY IS AN EVENT AS PART OF LEIPZIG LIEST READING FESTIVAL THE IDEAL ADDITION TO YOUR EXHIBITION STAND?**

- | Direct contact to readers
- | Discussions on the subject and content of the event or book
- | Forums at the fair where visitors can discover new stories and content
- | Added flair at various distinctive event venues across the city
- | Savings on organisation and costs for events
- | Opportunity to offer book sales and signings
- | Visibility: marketing for your authors, books and companies, along with media attention if desired

## **YOUR EVENT**

You have various options to make your event slot whatever you want it to be: a reading, a panel discussion, an interactive exchange with visitors, a hands-on programme for kids, a book signing or lecture. Whatever you choose, the variety is what makes our programme special. There are no restrictions from us on the content. When you register your event, you have the possibility to allocate it to the relevant theme and fill it with content. This means it can easily be found in the full digital programme using the available filters. Once you have been approved as an exhibitor, you can submit your event requests from 02 October to 30 November 2023. More information on registering book signing hours in our signing areas and on registering for special event formats will follow shortly.

## **OUR SERVICE GUARANTEE**

- | Allocation of event slots
- | Organisation, construction, equipment and management of forums at the exhibition site
- | Selection, arrangements, agreements and technical equipment if possible for venues in and around Leipzig
- | Programme publications, advertising, PR, media cooperation

## **HOW MANY EVENTS CAN I REGISTER?**

The number of events will initially be decided by the exhibitor. Depending on the size of your stand, we will try to allocate your events to the venues we have available (please refer to the table showing the number of permitted events/m<sup>2</sup> space rented). In cooperation with the Leipzig liest team, you may be able to request more events than would be available based on the allocation table.

There are various criteria to consider when deciding whether events can be planned. These include the topicality of the title and the relevance to current themes being communicated at Leipzig Book Fair (e.g. a focus on particular countries or subjects) and the availability of suitable venues.

Responsibility for hosting the event lies with the respective organiser or the registering company as described in Point 2.8 of the Special Conditions of Participation.



# LEIPZIG LIEST

## NUMBER OF EVENTS PER M<sup>2</sup> OF STAND SPACE

STAND SIZE	MAXIMUM NUMBER OF EVENTS
Small stand, 4 m <sup>2</sup>	1
Small stand, 6 m <sup>2</sup>	2
8 to 10 m <sup>2</sup>	3
12 to 18 m <sup>2</sup>	5
from 20 m <sup>2</sup>	+2
Co-exhibitors	Event requests can be booked in agreement with the main exhibitor via their account.

The number of events can be increased by 2 for each additional 20 m<sup>2</sup> of exhibition space.

## WHAT DOES PARTICIPATION COST?

Your stand rental provides a contribution towards financing the costs of organising events and the costs of the venues. The fee for the Leipzig liest reading festival is used to finance the publishing of the programme.

## FEES FOR LEIPZIG LIEST

<b>LEIPZIG LIEST</b> FEE 1 <b>€45</b>	<b>Per event for:</b> <ul style="list-style-type: none"><li>• Main exhibitors for all events</li><li>• Events at your stand and digital events</li></ul>
<b>LEIPZIG LIEST</b> FEE 2 <b>€99</b>	<b>Per event for:</b> <ul style="list-style-type: none"><li>• Co-exhibitors</li></ul>

## HOW DO I REGISTER MY EVENTS?

You will be able to submit your event requests via your customer account as soon as you have been approved as an exhibitor at the Book Fair. Registration also constitutes an application to be entered into the event database. The Leipzig liest team will consider the applications and confirm which events may take place. Events will be displayed online on our homepage and/or in our digital programme and in the Leipzig Book Fair/Manga-Comic-Con app.

## CONTACT

Feel free to contact us if you have any questions related to your events:

**Leipzig liest**

Phone: +49 (0)341 678-8015

leipzig-liest@leipziger-buchmesse.de



# REACH YOUR CUSTOMERS

## ADVERTISING, PR AND INNOVATIVE PROGRAMME FORMATS

Advertising makes all the difference: as an exhibitor, you can strategically draw attention to yourself and benefit from the **advertising materials and PR support** available at Leipzig Book Fair. You can also find our **catalogue for advertising space here**: [www.leipziger-buchmesse.de/en/exhibit/attract-attention/advertising-pr](http://www.leipziger-buchmesse.de/en/exhibit/attract-attention/advertising-pr)

We also offer you the opportunity to participate in our **innovative programme formats** and reach your target group directly. Details regarding booking options will be available on our website as of autumn.



**#buchbar:** How about visitors coming in to have coffee with their favorite author? This is possible at #buchbar. Rather than being perched on a stage, writers here take a seat at a long table with their readers for personal, one-on-one discussion. Moderated conversations also take place in the bar. For readers, this is a very special opportunity for personal encounters. For authors and publishers, it offers an amazing chance to get some highly personal feedback from readers.



**Book Fair ON AIR:** Be there around the clock – with the Leipzig Book Fair streaming service, you can. The Leipzig Book Fair website lets fans enjoy readings, conversations with authors and take a look behind the scenes from their screen at home. As a publisher, you can advertise in this attractive and innovative format.



**UVERSE:** JugendCampus UVERSE is the creative workshop at Leipzig Book Fair for children and teenagers. Over 100 workshops provide ample space for sharing, discussing and networking. And you can be part of it. Come and talk to our young visitors, show them what your publishing house has to offer and initiate creative processes.





# ROOM RENTAL

## RENTING MEETING AND CONFERENCE ROOMS

If your event format requires a quieter atmosphere, is only aimed at select target groups or is not open to the public, the Leipziger Messe GmbH has various seminar and lecture rooms available as well as halls of various sizes that can accommodate audiences ranging from 10 to 1,000 people.

Whether you choose the Congress Center Leipzig (CCL), the Messehaus (Administration Building) or a specific space in an exhibition hall, the complexity of our site ensures everything is close together while at the same time offering flexible venue concepts for all kinds and all sizes of events to accompany the trade fair.

All rooms come with seating and are equipped with standard technology. We will also be happy to meet your individual technical needs and arrange additional staff and/or catering services.

Please contact us at [aussteller@leipziger-buchmesse.de](mailto:aussteller@leipziger-buchmesse.de) and let us know what you need. We would be happy to put together a firm offer for you.





# ROOM RENTAL

## CCL PRICES

Number of people	Up to 2 hours	Up to 4 hours	4 hours or more
Up to 12	€115	€230	€460
Up to 38	€230	€405	€635
Up to 100	€345	€580	€925
Up to 180	€460	€810	€1,095
Up to 380	€565	€990	€1,350
Over 380	€775	€1,360	€1,845

## MESSEHAUS PRICES FOR K-ROOMS

Number of people	Up to 2 hours	Up to 4 hours	4 hours or more
Up to 16	€115	€230	€460
Up to 30	€230	€405	€580

## MESSEHAUS PRICES FOR M-ROOMS

Number of people	Up to 2 hours	Up to 4 hours	4 hours or more
Up to 56	€230	€405	€635
Up to 124	€345	€580	€925
Up to 206	€460	€810	€1,095
Up to 330	€565	€990	€1,350

All prices plus VAT.



# BOOKING EXHIBITION SERVICES

## SERVICES

The following services may be useful when budgeting for your stand.

The services listed here are examples from our extensive catalogue and are intended to help you to estimate the cost of your trade fair stand. Our full catalogue and order forms are available from our online Shop for Exhibitor Services. The services and other offerings listed here **can only be booked online from January 2024**. After your registration has been approved, you will receive login details for the online ordering system.

### GRAPHICS SERVICES BY FAIRNET GMBH (Examples)

Fairnet GmbH's General Terms and Conditions of Business and Rental apply.

#### Surcharge for coloured partition walls

(one-sided/foil) 1000x2500 mm

Please enquire for prices

#### Digital printing per partition wall

1000x2500 mm

Please enquire for prices

#### Vectorised logo on the stand fascia

(max. 300x400 mm)

Please enquire for prices



Our colleagues at FAIRNET GmbH will be happy to send you a quote on request.  
[lbm-standconstruction@fairnet.de](mailto:lbm-standconstruction@fairnet.de)





# BOOKING EXHIBITION SERVICES

## SERVICES

### STAND CONSTRUCTION SERVICES BY FAIRNET GMBH (Examples)

Fairnet GmbH's General Terms and Conditions of Business and Rental apply.

PRICES ON REQUEST



#### Long-arm spotlight

LED 21 W

Order no. 31370



#### bar stool Z

Seat: black artificial leather,  
frame: chrome Ø 350xH 820 mm

Order no. 36268.01



#### Sliding door lock

for locking

podiums

Order no. 31226



#### „Go“ bistro table

Top: white, base: chrome

Ø 700x1150 mm

Order no. 36450.02



#### Upholstered chair

Seat/backrest:

anthracite

Order no. 36015



#### „Leipzig“ counter

Lackable, white

1060x560x1020 mm

Order no. 31501



#### „Highline“ Table

Top: white, base: chrome

700x700x720 mm

Order no. 36384.02



#### Refrigerator

White, 140 l

530x560x850 mm

Order no. 36908



#### „Go“ pedestal table

Top: white, base: chrome,

Ø 700x720 mm

Order no. 36355.02

Additional equipment such as protective items can be ordered from the online shop for an extra fee.



Our colleagues at FAIRNET GmbH will be happy to send you a quote on request.

[lbn-standconstruction@fairnet.de](mailto:lbn-standconstruction@fairnet.de)



# BOOKING EXHIBITION SERVICES

## SERVICES

### INFORMATION AND COMMUNICATION SERVICES (Examples)

#### **"Standard" internet connection (10 MBit)**

(incl. router and private IP address)

**Please enquire for prices**

#### **"Premium" internet connection (20 MBit)**

(incl. router and official IP address, dedicated bandwidth | detailed service description in online ordering system)

**Please enquire for prices**

#### **WiFi for exhibitors**

(Secured by WPA2 preshared key, max. 10 MBit/s synchronous per device, private IP addresses – assigned via DHCP (RFC-1918), operation in the 5GHz band only – minimum requirement 802.11n (5GHz) or 802.11ac)

**Please enquire for prices**

Contact for enquiries and advice:

Phone: +49 (0)341 678-9905

bestellblock@leipziger-messe.de

### PARKING (Examples)

Car, minibus, van up to 5 m in length, outside the exhibition site

**Please enquire for prices**

Car up to 5 m in length, within the exhibition site

**Please enquire for prices**

Lorry, bus or van up to 8 m in length outside the exhibition site

**Please enquire for prices**

There is no claim to parking spaces within the exhibition site.

Contact for enquiries and advice:

Phone: +49 (0)341 678-7203

parking@leipziger-messe.de

### EXHIBITOR PASSES

Depending on the stand size and according to the exhibition space key, exhibitors will receive a number of free exhibitor passes. These passes entitle the exhibitor to admission to the exhibition halls every day between 8 am and 7 pm.

**Additional passes are available for a fee.**

### STAND CLEANING

Stand cleaning every evening during the event; floor cleaning and cleaning of stand equipment (does not include exhibit items)

**Please enquire for prices**

Contact for enquiries and advice:

Phone: +49 (0)341 678-6993

cleaning@leipziger-messe.de



# GUIDE FOR FIRST-TIME EXHIBITORS

## GUIDELINES FOR A SUCCESSFUL TIME AT THE FAIR

### DEFINING YOUR TRADE FAIR OBJECTIVES AND TARGET GROUPS

It is essential to define your objectives at the trade fair in order to measure your success. It is therefore worth deciding on both quantitative trade fair goals (sales) and qualitative trade fair goals (image and contact cultivation, etc.) in advance. You should keep a written record of your trade fair objectives so that you can properly evaluate your trade fair appearance after the event. The following is a list of possible goals associated with participating in a trade fair that you can use as inspiration when formulating your own objectives for Leipzig Book Fair:

#### Goal: Establish and develop contacts

- Connect with potential national and international clients and acquire new ones
- Build on and maintain existing customer relations
- Reactivate inactive clients
- Maintain press contacts
- Acquire new partners
- Establish cooperation agreements
- Find new employees

#### Goal: Gain market information

- Gather information on the state of the industry and its development
- Monitor competitors and talk to colleagues
- Assess your competitiveness
- Consider the needs of your target groups
- Identify market niches
- Gain information on innovations, trends etc.

#### Goal: Company and product presentation

- Sharpen your profile compared to competitors
- Present novelties
- Raise awareness of your company
- Improve public relations etc.

Trade fair objectives can be used to define the target groups you want to address with your trade fair presence. You should design a communication concept aimed at your defined target group.

## TRAVEL AND ACCOMMODATION PLANNING

Once you have decided to attend Leipzig Book Fair, you can start planning your trip in detail. How many employees will be on site and staying overnight in Leipzig? Don't forget to include the number of staff required for set-up and dismantling. You can use our hotel form ([www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de)) as a guide and planning aid. There you will find information about hotels in and around Leipzig. Our hotel reservation team will also be happy to help you. In addition to travelling by car, you can also take advantage of Deutsche Bahn's train travel specials.



# GUIDE FOR FIRST-TIME EXHIBITORS

## PLANNING AND DESIGNING AN EXHIBITION STAND

Stand planning involves good positioning and an eye-catching design. Placement coordination will begin in September and we can also provide you with a positioning proposal if required, which will include your potential location and its surroundings. With your registration, you have already decided between a complete stand from our stand construction company FAIRNET GmbH or a self-build stand. In either case, you should consider the following when planning your stand: graphics and colours of the stand and decoration, space for exhibits, areas for establishing initial contact and, if necessary, partitioned meeting areas. The stand concept must support the goal of presenting the company and its products in a clear and attractive way. Those who choose to build their own stands should bear in mind that it is a good idea to create a design that can be used in other years or for other fairs.

## ORGANISING YOUR TRADE FAIR PRESENCE

It is essential that you think about the organisation of your stand in advance to ensure that the trade fair runs as smoothly as possible. You have already decided how many employees will be at the stand when you planned your travel. Now, it's all about deciding on the staff for your stand: appointing a stand manager, calculating break times, etc. The more motivated and qualified your stand staff are, the greater the chances for high sales and new contacts. Selecting and training stand staff is just as important as presenting your products effectively. Attractive stand decoration will also help catch the visitors' attention. You should also consider which books/exhibits you would like to show at your stand and how many copies you would like to bring to Leipzig. You will also need the relevant information material for your meetings with customers. When producing brochures, flyers, give-aways, etc., care should be taken to ensure that they are easy to take away and are not too heavy. Discussion sheets will make it easier for you to record information from conversations and note the next steps to be taken after the trade fair. The visitor experience at the stand are a crucial aspect of the trade fair. Entertaining activities, such as talk shows with celebrities or competitions, also attract visitors. There should be a clear link to the product. No matter what kind of entertainment or activity you have at your stand, your neighbour shouldn't be disturbed and it should not interfere with normal trade fair activities. Please note: The volume for presentations or presentations of events at the stand or in an event forum must not exceed 70 dB(A).

## TRADE FAIR FOLLOW-UP

The success of a trade fair depends not only on the trade fair itself but also on the follow-up. The aim of follow-up is to both close sales by staying in touch with contacts made at the trade fair and to gain insights into what can be improved for next year. It is very important to respond quickly and efficiently to inquiries and requests from trade fair visitors. A quick response will positively surprise customers and secure a competitive advantage.

## EVALUATING TRADE FAIR SUCCESS

Evaluating the success of a trade fair means calculating its profitability, putting together contact costs and comparing the results over the years of this trade fair to other fairs you have attended. The information from this evaluation is key to making decisions about future trade fairs. Use our free trade fair benefit check! AUMA is a neutral service institution for the German trade fair industry that provides an interactive tool for calculating the utility value of a trade fair participation with the Trade Fair Benefit Check ([www.auma.de](http://www.auma.de)).

## AUMA

On the AUMA (Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e. V. / Association of the German Trade Fair Industry) website at [www.auma.de](http://www.auma.de), exhibitors will find a range of tips for a successful trade fair participation, as well as checklists, schedules, cost-benefit calculators and information on possible trade fair funding. Each exhibitor at Leipzig Book Fair must pay an AUMA fee of €0.60 plus VAT per m<sup>2</sup> of exhibition space.

You can find more helpful information at: [www.auma.de/de/ausstellen/erfolgreich-ausstellen](http://www.auma.de/de/ausstellen/erfolgreich-ausstellen)

## STILL HAVE QUESTIONS?

Then just give us a call at +49 (0)341 678-6950 or send an email to [aussteller@leipziger-buchmesse.de](mailto:aussteller@leipziger-buchmesse.de)

We will be happy to respond to your questions, concerns and individual requests.

### We are here to help:

#### Leipzig Book Fair Project Team

Phone: +49 341 678-8240

[willkommen@leipziger-buchmesse.de](mailto:willkommen@leipziger-buchmesse.de)

#### Exhibitor Service

Phone: +49 341 678-6950

[aussteller@leipziger-buchmesse.de](mailto:aussteller@leipziger-buchmesse.de)

#### Trade Visitor Service

Phone: +49 341 678-6990

[willkommen@leipziger-buchmesse.de](mailto:willkommen@leipziger-buchmesse.de)

#### Leipzig liest Event Planning

Phone: +49 341 678-8015

[leipzig-liest@leipziger-buchmesse.de](mailto:leipzig-liest@leipziger-buchmesse.de)



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You can also visit our blog

[www.leipziger-buchmesse.de/buecherleben](http://www.leipziger-buchmesse.de/buecherleben)

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