

Leipzig Book Fair/Manga Comic Con is more than just a stand presentation.

As an exhibitor, you have the opportunity to present your authors, books, and programmes beyond your own booth.

An event as part of the fair programme or the Leipzig liest-programme offers the perfect platform for this.

To participate in Leipzig Book Fair's event programme, please refer to our special conditions of participation.

WHY IS PARTICIPATING IN LEIPZIG BOOK FAIR EVENT PROGRAMME THE PERFECT EXTENSION?

- | Direct contact with readers
- | Discourse on the topics and contents of the event or book
- | An interested walk-in audience in the fair forums encounters new stories and topics
- | Unique venues around the city shape events with their individual character
- | Reduced effort and cost for organizing events
- | Opportunity to sell and sign books
- | Visibility and media attention: Marketing for your authors, books, company, and free digital promotional materials

YOUR EVENT

You have a wide range of possibilities to design your event slots: Readings, panel discussions, interactive audience talks, activities for children, book signings, or lectures – the variety is what makes our programme special. There are no limits to your creative content.

When registering your event, you can categorize it thematically and enrich it with content. This ensures filtering and discoverability in the digital event programme. Event submissions are possible after exhibitor approval from 1 October to 28 November 2025.

Further information on registering signing sessions in our designated signing areas and for special event formats will be available from 1 October 2025.

OUR COMMITMENT

- | Arranging event slots
- | Organising, constructing, equipping and supervising forums and signing areas at the exhibition grounds
- | Selecting, arranging, coordinating and, if necessary, providing technical equipment for venues in and around Leipzig
- | Programme publications, advertising, PR, media cooperation

TO WHAT EXTENT CAN I REGISTER EVENTS?

The exhibitor initially decides on the number of events they want. Depending on the size of the stand, we try to make this possible in the locations available to us (see table of space allocation). In consultation with the respective project team, it is also possible to register event requests that exceed this allocation, if necessary. Whether events can be realised is influenced by various factors. Criteria include the topicality of the title and its relevance to current communication topics at Leipzig Book Fair (e.g. country or theme focus) and the availability of suitable venues. In accordance with the Special Conditions of Participation 2.8, responsibility for the implementation of the event lies with the respective organiser or registrant of the event.

SPACE KEY FOR EVENTS

STAND SIZE	MAXIMUM NUMBER OF EVENTS
Small stand with 4 m ²	1
Small stand with 6 m ²	2
From 8 to 10 m ²	3
From 12 to 18 m ²	5
From 20 m ²	+2
Co-exhibitor	Event requests can be booked in consultation with the main exhibitor via their quota.

For each additional 20 m² of exhibition space, the number increases by 2 events.

HOW MUCH DOES IT COST TO PARTICIPATE?

Your exhibition rental fee contributes to the partial financing of the organisational costs and venue costs. We charge the programme fee to finance the publication of the programme.

PROGRAMME FEES

PROGRAMME FEE 1: €45	per event for: <ul style="list-style-type: none">• Main exhibitors for all events• Events at your own stand/digital events
PROGRAMME FEE 2: €99	per event for: <ul style="list-style-type: none">• Co-exhibitors

HOW DO I REGISTER MY EVENTS?

Once you have been approved for the current trade fair, you can submit your event requests via a corresponding link in your customer account by the end of November 2025. This registration also serves as an application for entry in the event calendar. The project team will review the registrations and confirm the possible events starting in January 2026. The events will be displayed online on our homepage, in our digital programme and in the app of Leipzig Book Fair/Manga Comic Con.

CONTACT

If you have any questions about your events, please feel free to contact us:
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