

# Conditions of Participation Leipzig Book Fair 2027

## Table of Contents

1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027
2. Conditions of Participation Leipzig Book Fair event programme 2027

The following terms and conditions apply, which each are available online:

**General Conditions of Participation for exhibitors**

Available online at: [www.leipziger-messe.de/en/meta/](http://www.leipziger-messe.de/en/meta/)

**Technical Guidelines**

Available online at: [www.leipziger-messe.de/en/meta/](http://www.leipziger-messe.de/en/meta/)

**Leipziger Messe GmbH Internal Regulations (Rules for Using the Premises)**

Available online at: [www.leipziger-messe.de/en/meta/](http://www.leipziger-messe.de/en/meta/)

**General Contract Terms and Conditions of FAIRNET GmbH**

Available online at: <https://www.fairnet.de/files/fairnet/media/pdf/avb-en.pdf>

## 1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027

The General Conditions of Participation for exhibitors are further defined by the following Special Conditions of Participation for exhibitors.

To improve readability, the generic masculine is used throughout the text. These expressions encompass all genders equally, in the sense of equal treatment. The abbreviated form of language is non-judgemental. It goes without saying that everyone mentioned is addressed on an equal footing.

### 1.1. Organiser

Leipziger Messe GmbH, Messe-Allee 1, 04356 Leipzig, Germany  
Commercial Register No.: Leipzig Local Court, HRB 622, VAT ID.: DE141497334

Executive Board: Martin Buhl-Wagner, Markus Geisenberger

Chairman of the

Supervisory Board: Dirk Panter, State Minister, Saxon State Ministry for  
Economic Affairs, Labour, Energy and Climate Protection

### 1.2. Title, Purpose, Location, Duration and Opening Times of the Event

**Event title:**

Leipzig Book Fair / Leipzig liest

**Event duration:**

18 to 21 March 2027

**Event purpose:**

The Leipzig Book Fair is the most important spring event in the book and media industry. It is aimed at readers as well as people from publishing houses, the book trade, the media world and literature education. With its diverse programme, it provides an insight into the most important new publications on the German-language book market and beyond, in particular the literature of Central, Eastern and South-Eastern Europe. The focus is on direct dialogue between authors and the public as well as between industry experts. The reading festival 'Leipzig reads', Europe's largest of its kind, brings literature to over 300 locations in the city and thus creates a special connection between the fair and the public. The Leipzig Book Fair sees itself as a stage for diversity, dialogue and discovery. At Leipzig Book Fair international Guests of Honor find an outstanding platform to present their literature in one of the most important translation markets in the world. Every year, the fair honours outstanding works in the categories of fiction, non-fiction / essay writing and translation with the Leipzig Book Fair Prize.

**Event location:**

Leipziger Messe, Messe-Allee 1, 04356 Leipzig, Germany

**Opening hours for exhibitors and stand staff during the trade fair:**

8 a.m. to 8 p.m. (admission only with a valid exhibitor pass)

**Opening hours for general public:**

9.45 a.m. to 6 p.m.

(subject to safety-related changes)

**Stand Staffing**

During the opening hours for general public, the stand must be staffed by the exhibitor or stand personnel. The exhibitor is obligated to display their products and services for the entire duration of the fair.

**Opening hours for exhibitors during stand construction:**

Monday, 15 March 2027, 7 a.m. to 8 p.m.

Tuesday, 16 March 2027, 7 a.m. to midnight

Wednesday, 17 March 2027, 7 a.m. to 8 p.m.

From Wednesday, 17 March 2027, 12:00 noon, it will no longer be possible to drive into the halls. Vehicles must have left the halls by this time.

**Complete stands** can be set up from 9 a.m. on Wednesday, 17 March 2027. If necessary, remaining construction work is carried out after 9 a.m. The final completion of the stand construction takes place until 12:00 noon.

**Dismantling the stand:**

Sunday, 21 March 2027, 6 p.m. to midnight (The exhibition grounds shall not be cleared for entry of transportation vehicles until the aisle carpets have been pulled up and removed by Leipziger Messe staff).

Monday, 22 March 2027, 7 a.m. to 8 p.m.

Tuesday, 23 March 2027, 7 a.m. to 8 p.m.

All complete stands must be cleared immediately after the end of the event by the exhibitor and all materials, exhibits, and waste must be removed without delay. Any delays resulting from late and/or incomplete clearance shall be borne by the exhibitor. The organizer reserves the right to have any items (including exhibits) that have not been removed by the deadline removed at the exhibitor's expense. Point 7.3 of the General Contract Terms and Conditions of FAIRNET GmbH shall continue to apply to dismantling.

Construction and dismantling times that exceed these specified periods shall require a written application by the exhibitor, a written approval by Leipziger Messe GmbH and shall be subject to a charge. A fee (price on request) is payable by the exhibitor per day and per stand. Exhibitors will be notified promptly of any changes to stand construction and dismantling times.

### 1.3. List of Goods

The list of goods corresponds to the trade fair areas and product groups listed in the company profile (Point 2 in the online stand application). The following regulations shall remain unaffected.

**Book Art & Graphic Design trade fair area:**

The range of products in the Book Art & Graphic Design area of the fair includes authorised artist books, artistic (book) projects, drawings and graphics that are published in a limited edition (up to 100), have been printed or bound using a handicraft manufacturing process, or demonstrate an artistic/experimental approach to the medium of books/design.

A prerequisite for participation in the Marktplatz Druckgrafik ("Marketplace Print Graphics") is the exhibiting of original prints in which printmaking processes, such as letterpress, intaglio, planographic, screen printing or similar, have been used. After registration, written proof of eligibility must be provided within 14 days. Otherwise, the organizer reserves the right to deny the participation in this exhibition area.

### 1.4. Participation Price

(cf. General Conditions of Participation/4.)

The prices for stand rental, services and fees as well as the corresponding registration deadlines can be found in the price list of Leipzig Book Fair (see website [www.leipziger-buchmesse.de/prices](http://www.leipziger-buchmesse.de/prices)).

**Fees for audio sample package at the listening islands of Audiowelt ("audio world")**

Exhibitors with a stand in the audio exhibition area (Audiowelt) automatically book an audio sample package with their stand registration. It includes the playout of audio samples at the listening islands at Audiowelt. There is an additional fee for the audio sample package, which is obligatory for main exhibitors with their own audio offerings. Service providers in the audio sector, co-exhibitors and exhibitors in other exhibition areas can book the audio sample package as an option (see price list for all fees).

Content of the audio sample package:

- Playout of up to 3 audio samples (max. 15 min. each) in the listening islands during the trade fair period

## 1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027

- At least 3 runs
- Days not selectable
- Depending on the booking situation, further repetitions are possible at no extra charge
- Distribution of the audio samples to several listening islands possible
- Digital title display of the audio samples at the listening islands

The audio samples and title displays are supplied by the exhibitors. The organisational arrangements for the audio samples are made individually after registration. Additional audio sample packages can be booked by arrangement.

### 1.5. Registration

(cf. General Conditions of Participation/5.)

**Stand allocation commences on 18 August 2026.** The special price will be granted until this date. If claims still exist with Leipziger Messe GmbH beyond this date, the entitlement to the special price will be forfeited, even if the registration was received by Leipziger Messe GmbH on time.

The **deadline for registrations is 1 November 2026.** Registrations after the closing date shall only be accepted on request and at the discretion of Leipziger Messe GmbH. Leipziger Messe GmbH shall reserve the right to charge a **late booker surcharge of EUR 325.00** plus VAT for stands up to 6 m<sup>2</sup> and **EUR 600.00** plus VAT for stands of 8 m<sup>2</sup> or more (per stand in each case) in the event of registration after 1 November 2026. Allocation requests can no longer be considered.

If the event is fully booked before the registration deadline, the registration shops will be closed. If a registration is submitted at a time when the event is fully booked but the registration shop is not yet closed, a non-public waiting list will be created for these registrants, allowing them to move up the list, for example, if an already approved exhibitor cancels. However, there is no entitlement to this.

Provisional registrations or registrations written informally, including those associated with reservation requests, will not be considered and will not be processed unless the formal registration has been submitted by the registration deadline.

The date of the email (confirmation of exhibitor registration) sent to the fair organiser immediately after the successful completion of the exhibitor registration shall apply.

**Changes to the stand** (increase in area or changes to the stand construction) shall be possible free of charge **until 11 February 2027**, provided that this is feasible for the organizer. There is no entitlement to this. After this date, a processing fee of **EUR 100.00** plus VAT will be charged by Leipziger Messe GmbH and any costs incurred (e.g. graphics costs) will be charged by FAIRNET GmbH. A reduction in the stand area shall also be possible until 11 February 2027, subjected to the conditions and fees stated in Point 1.10. (Withdrawal and Non-participation).

Exhibitors who are not in agreement with a new version of the Special or General Conditions of Participation may withdraw from the contract free of charge within 14 days of notification thereof. The declaration of withdrawal must be in text form (e.g. email).

Leipziger Messe GmbH is to be informed immediately in writing of any changes to company, correspondence and invoice data after registration. The processing fee for invoice and address changes is **EUR 51.00** plus VAT per change.

### 1.6. Admission – Trade Fair Rental Contract

(cf. General Conditions of Participation/6.)

Admissions will be sent to exhibitors as soon as possible after the exhibitor application has been processed.

German and international companies in the book and media industry shall be eligible to participate, provided their exhibits correspond to the company profile and product groups as well as to the provisions mentioned under Points 1.3. and 1.11. This shall also include manufacturers of books, newspapers, magazines, teaching aids, audio, image and data carriers, providers of online platforms and digital offerings as well as institutions or associations from the fields of culture and education. Companies offering services for publishers, authors and the book trade as well as authors who already have publications to their credit may also exhibit. When registering, proof of eligibility must be provided (e.g., in the form of a website, social media presence, and/or a link to a sales page that clearly displays the exhibitor's product portfolio). Exemptions may be granted upon application.

Bookshops, bookshop-like associations and retailers shall be excluded from participation. Exceptions can be made on request. Intermediaries, publishers' distributors and publishers' agents may be admitted as exhibitors. Furthermore, all political parties and their parliamentary fractions are excluded from participation, regardless of their respective political orientation.

Countries may hold joint presentations or the organiser may present special exhibitions, provided these are compatible with the purpose of the Leipzig Book Fair.

The organiser shall decide on the admission of the exhibitor, exercising his reasonable discretion and taking into account the available space capacities, the purpose of the event and safety-relevant aspects. The organiser may, for objectively justified reasons, not grant admission or make such admission dependent upon further preconditions such as the imposition of stipulations or the payment of a security deposit. This applies in particular to exhibitors who have not fulfilled their financial obligations to the organiser in the past or have not done so in good time or who have already violated the conditions of participation, safety-related exhibition regulations, orders under domestic law or statutory provisions at previous trade fairs. The organiser shall not be obliged to give reasons for non-admission to the event.

Leipziger Messe GmbH shall reserve the right to limit the area of exhibition sections that are not part of the core area of the event (e.g. the Marketplace Print Graphics or the Non-Book area). Exhibition areas with limited space are marked in the registration documents. Stand space will then be allocated according to the order in which registrations are received. Subsequent registrations will not be considered if the space provided is insufficient.

### 1.7. Stand Allocation – Stand Construction

(cf. General Conditions of Participation/7.)

#### Provision of the exhibition space:

The allocation of exhibition space by the organiser may only take place after expiry of the registration deadline and examination of all exhibitor applications received. The allocation of exhibition area depends on the time of registration, the available premises, spaces, requirements and options of the organiser and on the layout of the exhibition areas to be carried out by the organiser at his own discretion. The exhibitor shall have no claim to the same placement as at the previous event or to the allocation of a specific space or to a specific stand shape; however, the exhibitor's placement wishes with regard to location, proximity, size, stand shape and exhibition area will be taken into consideration as far as possible. The costs of modifying existing stand structures for self-built stands due to the assignment of a specific exhibition space shall be borne by the exhibitor.

The exhibitor must accept that upon commencement of the event the location of the other stands may have changed since the stand was allocated.

## 1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027

The **minimum** size of one stand is **4 m<sup>2</sup>**.

**The following minimum depths apply:**

- 2 m for stands 4 m<sup>2</sup> and larger
- 3 m for stands 12 m<sup>2</sup> and larger
- 4 m for stands 24 m<sup>2</sup> and larger

Only rectangular or square exhibition spaces in a 1-metre grid (width/depth) are available to rent. Exceptions can be made on request.

### **Complete stand:**

Leipziger Messe GmbH offers complete stands (rental incl. stand construction) in its own name and for its own account. The stand construction services included in the complete stand are provided by the subsidiary FAIRNET GmbH. In addition to the General and Special Terms and Conditions of Participation and Information for Exhibitors of Leipziger Messe GmbH, the General Terms and Conditions of Contract of FAIRNET GmbH also apply to all stand construction services. These are available at: <https://www.fairnet.de/files/fairnet/media/pdf/avb-en.pdf>

The electrical connection (2 kW) including power consumption is obligatory when booking a complete stand variant per exhibition stand and cannot be deselected. Further details on prices, stand equipment and service description can be found in the price list and the respective stand construction offer (see website [www.leipziger-buchmesse.de/prices](http://www.leipziger-buchmesse.de/prices)).

Exhibitors who have booked a complete stand with Leipziger Messe GmbH will receive an order confirmation from FAIRNET GmbH after stand allocation with the layout of their stand and will then have the opportunity to make changes to the basic equipment of the complete stand. The first change up to the deadline of 11 February 2027 is **free of charge**, for each further change thereafter a fee of **EUR 100.00** plus VAT will be charged. FAIRNET GmbH shall invoice the individual changes. It is also possible to order additional stand construction services at the prices stated in the 'Shop for Exhibitors - Services' (customer account).

### **Additional regulations for complete stands:**

The specifications regarding the colour of the floor covering and the fascia lettering, which the exhibitor already books with his online exhibitor registration, are binding and cannot be changed later.

Floor coverings are laid on double-sided adhesive tape and with cover film. The stand package includes basic cleaning of the floor covering. This includes the removal of the film and carpet cleaning and takes place before the start of the event in the late evening of the last set-up day or before the start of the event. Displays, posters or pictures may only be attached to the rented wall elements by hanging them using picture hooks. Nailing, drilling, screwing or gluing is not permitted. Professional digital prints including mounting and/or freely customisable front panels can be ordered for the walls in the Shop for Exhibitor Services. Nailing, drilling, screwing and gluing are permitted on the attachment surfaces. Exceptions to this are the complete stand 'Book Art & Graphic Design' and the artist stand 'Marketplace Print Graphics'.

In the event of any damage, FAIRNET GmbH will charge the exhibitor for the cost of restoring or replacing the stand partition walls. The walls only have a purely separating function and are not suitable for bearing loads. Support and frame elements may only be changed / removed by employees of FAIRNET GmbH. The customer shall be obliged to return the subject matter of the contract to FAIRNET GmbH immediately after the end of the event. Objects left at the stand shall be disposed of without compensation.

Removal of the partition wall between two stands can only be achieved with the "complete stand duo" version. With all other stand versions, removal of a whole or half partition wall is not permitted. Exhibitors, who have rented several small areas, may not use these as a communal area and present them as one stand. If this is the case, the organiser shall be entitled to demand the rent due for the rental of a larger area from the exhibitors taking part.

The "**complete stand duo**" (4 m<sup>2</sup>) may only be booked with another "complete stand duo". A maximum of two "complete stand duo" (4 m<sup>2</sup>) can be placed next

to each other. The entire partition wall is removed between the two stands; half partitions are not permitted. Two independent companies must rent both stands; upon request, proof of no affiliation in the form of appropriate documentation must be submitted to Leipziger Messe GmbH. Both companies must submit their application separately and book the stand version "complete stand duo". The respective partner for the adjacent stand must be named in the exhibitor application. Both stands must be provided with separate fascia lettering. Should an exhibitor rent a "complete stand duo" without an existing registration for the adjacent stand, Leipziger Messe GmbH will allocate a "complete stand B" of 4 m<sup>2</sup> and with two side walls.

The **complete stand "Book Art & Graphic Design"** and the **artist stand "Marketplace Print Graphics"** may only be rented in the Book Art & Graphic Design trade fair area, for which separate conditions apply (cf. Point 1.3. List of Goods). The number of artist stands (4 m<sup>2</sup>) in the "Marketplace Print Graphics" is limited to 32. Leipziger Messe GmbH shall reserve the right to increase the number. The allocated stand area and the stand boundaries (carpet) must be strictly adhered to. Only the clockwise or right-hand border shall form part of the allocated stand.

### **Self-built stand:**

The stand should be equipped with sufficient lighting, carpet and stand partition walls to adjacent stands. Row, corner and head stands must be separated from adjacent stands by their own stand construction walls (side and/or rear wall). Free-hanging cables or similar things must be concealed in the interests of the hall appearance.

### **Stand design:**

The allocated stand area and the stand boundaries must be strictly adhered to. Areas that are used but not rented as stand space from Leipziger Messe GmbH will be charged at the corresponding list price.

Corner, head and block stands are only available in limited numbers. In the case of **corner, head and block stands**, it is not permitted, in the interest of the opposite stands, to form a closed wall facing the aisle. The organiser may allow exceptions. However, at least 50 percent of the wall facing an aisle must remain freely accessible. Exhibitors wishing to close up to 50 percent of a wall facing the aisle must notify the organiser in writing within 10 working days of the date of dispatch of the stand allocation. A fee of **EUR 115.00** plus VAT will be charged per meter of wall that has been closed. If the organiser receives the information from an exhibitor with a complete stand after the deadline, the exhibitor will be invoiced by FAIRNET GmbH for the cost of the additional walls. Random checks will be carried out at the fair.

Following consultation and approval by Leipziger Messe GmbH, two opposite stands may be connected with an aisle cover (e.g. floor covering). The Leipziger Messe GmbH charges a fee for this. This is calculated for Leipzig Book Fair 2027 from a fee of **EUR 131.00** plus VAT multiplied by the length of the stand adjacent to the aisle cover.

A two-storey stand construction must be notified at your earliest convenience, but at the latest when applying for the stand construction. The area on the upper floor is calculated with 50 percent of the applicable stand rental price per m<sup>2</sup>. The calculation of the rent for areas on the upper floor is based on the actual approved area resulting from the stand construction documents to be submitted.

When designing the stand, the legal requirements regarding the protection of children and minors must be observed.

Advertising materials, posters, banners, digital displays, large-format cover images, and other publicly visible presentations must not display or highlight sensitive content (see Point 1.11, Products).

## 1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027

### 1.8. Terms of Payment

(cf. General Conditions of Participation / 8.)

Invoice complaints can only be considered within 30 days of the invoice date. In the event of a change of company data, a processing fee may be charged for changes of invoice and address (see Point 1.5. Registration).

### 1.9. Co-exhibitors and Additionally Represented Companies

(cf. General Conditions of Participation / 9.)

Co-exhibitors and additionally represented companies must be registered by the main exhibitor at the exhibitor's stand by **15 December 2026** against payment of a fee according to the applicable price list (see website [www.leipziger-buchmesse.de/prices](http://www.leipziger-buchmesse.de/prices)). Applications by co-exhibitors and additionally represented companies after the registration deadline shall only be possible on request and at the discretion of Leipziger Messe GmbH.

Leipziger Messe GmbH shall reserve the right to charge a **late-booker surcharge of EUR 68.00** plus VAT, for each company that has registered after 15 December 2026. All communication regarding participation in the trade fair and the calculation of the total trade fair rent and fees for co-exhibitors and additionally represented companies will always be made to the main exhibitor.

For each co-exhibitor and additionally represented company, the main exhibitor must submit a separate application including company profile details (via the online exhibitor application) by the registration deadline.

Co-exhibitors are companies that present their own goods or services with their own staff at the main exhibitor's booth. Group companies, subsidiaries and sister companies, author associations or imprints that have their own name are considered co-exhibitors.

Co-exhibiting companies will be named in the exhibitor directory in the digital trade fair media. The marketing basic package (see Point 1.17. Media Entries) is obligatory and included in the co-exhibitor fee. The main exhibitor receives one exhibitor pass free of charge for each co-exhibitor registered.

An additionally represented company presents goods or services without its own staff at the exhibition stand of a main exhibitor. Additionally represented companies are not included in the exhibitor directory in the digital trade fair media.

### 1.10. Withdrawal and Non-participation

(cf. General Conditions of Participation / 10.)

Cancellation of registration by the exhibitor must be notified in writing to Leipziger Messe GmbH.

In the case of **withdrawal prior to admission**, the cancellation fee for each stand registration shall be **EUR 220.00** for exhibitors who have registered an exhibition space of up to 6 m<sup>2</sup> and **EUR 460.00** for exhibitors who have registered an exhibition space of 8 m<sup>2</sup> or more.

In the case of **withdrawal after admission** has been granted, Point 10.2 of the General Conditions of Participation of Leipziger Messe GmbH shall apply.

In the event of a reduction of the exhibition space after admission, the exhibitor must pay **100 percent of the stand rent** for the exhibition space that has been returned. A **reduction in the exhibition space** shall be possible **until 11 February 2027**.

A cancellation fee of **EUR 69.00** per co-exhibitor plus VAT will be charged for cancelling a co-exhibitor registration by **15 December 2026**. From **16 December 2026**, the cancellation fee per co-exhibitor is **EUR 275.00** plus VAT.

The special regulation on the right of exhibitors to withdraw free of charge in accordance with Point 1.5. (registration) shall remain unaffected.

### 1.11. Products

(cf. General Conditions of Participation / 11.)

Only products/services intended for the book and media industry or for distribution via the book trade or for the production of publishing and media products may be exhibited. Special regulations apply to the Book Art & Graphic Design area (see Point 1.3. List of Goods).

Non-Book items shall only be admitted insofar as they fulfill the required reference to the book and media industry according to Point 1.11. and are offered by their publishers or producers themselves. Distributors who offer Non-Book items for resale only shall be excluded from participation (see also Point 1.11. on copyright).

Eligible non-book articles include articles that have an ideal connection to the purpose of the event or to the subject areas listed in Point 1.3. List of Goods. These include items such as postcards, stationery, gift articles, calendars, music sheets, globes, maps or digital image and sound carriers.

Food, drinks, stamps, coins and similar items are not permitted, even if they are distributed through booksellers. The sale of food and beverages shall be reserved exclusively for the gastronomic facilities of the organiser.

The organizer shall decide on the admission of products/services that are not directly related to the book and media industry upon application at their reasonable discretion.

The organiser does not carry out censorship of any kind.

Exhibitors may only exhibit items or products that comply with the applicable legal provisions and are free of third party rights. Exhibitors assure in the case of copyrighted works either to be their sole author, to offer original products of the author, to own corresponding rights of use or to be entitled for other reasons. The same applies to other industrial property rights (e.g. trademark rights, patent rights, design rights) or personal rights.

Exhibitors must be aware that many visitors are minors and are therefore required to comply with regulations regarding the protection of children and minors. They are responsible for ensuring that the presentation, promotion, and distribution of their offerings on the fair grounds are in accordance with these protection regulations.

Publications and media that have been officially indexed as harmful to minors must not be made accessible to children or young persons. Regardless of their legal admissibility, exhibitors must implement appropriate protective measures for media and advertising materials which content is likely to impair the development of children or minors due to its nature, intensity, scope, or form of presentation. Content requiring protective measures under this provision includes, in particular:

- Depictions or descriptions containing pornographic content, sexualized violence, sexual coercion, rape, or situations of abuse or coercion;
  - Depictions of significant acts of violence, torture, sadism, or comparable acts;
  - Depictions of self-harm, self-endangering behavior, or comparable acts;
- This list is not exhaustive. The circumstances of each individual case are always decisive.

The classification of a work within a specific genre does not, in and of itself, constitute grounds for exclusion or restriction. The sole determining factors are the specific content and its presentation to children and minors. Exhibitors must take appropriate measures to ensure that sensitive content is not readily accessible to children and minors.

Leipziger Messe GmbH is authorized to issue instructions regarding the presentation, placement, labeling, or promotion of media in order to protect children and minors. In particular Leipziger Messe GmbH may require the removal, covering, or modification of advertising materials and presentations.

Offering, conducting, or promoting games of chance for a fee is prohibited at the event. This includes, in particular, raffles, lottery-style promotions, wheels of fortune, and similar paid sweepstakes or games of chance in which the outcome depends predominantly on chance. In particular, paid games of chance that qualify

## 1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027

as gambling under the State Treaty on Gambling (GlüStV 2021) or that establish an unreasonable link between payment and the chance of winning are prohibited.

Products and items generated exclusively or partially by generative artificial intelligence may not be exhibited or sold.

Only products of one's own company may be exhibited or advertised at the stand. If exhibits of another company are shown, this company must be registered as a co-exhibitor or additionally represented company (see Point 1.9. Co-exhibitors and Additionally Represented Companies).

### Sales at the exhibition stand:

Exhibitors may freely sell their books and products to the public on their own account at Leipzig Book Fair subject to the following rules. Sales may be made directly by the exhibitor at the stand or via a service provider. The exhibitor shall be free to choose the service provider.

The following rules must be observed for **book sales**:

- **Own Publishing Range:** Exhibitors may only sell products which they have produced themselves, from their own publishing range and the registered co-exhibitors. Sales on commission shall not be permitted.
- **New Releases:** The focus of the offer should be on new releases. Defective copies, residual editions and remaining stock are excluded from the sale.
- **Fixed Book Prices:** Germany's policy of fixed book prices must be observed during sales. Leipziger Messe GmbH shall reserve the right to verify compliance by means of controls and test purchases. Violations of the policy of fixed book prices shall be reported to the German Publishers and Booksellers Association (Börsenverein des Deutschen Buchhandels – BöV). The right shall be reserved to impose further sanctions in accordance with Point 1.23. Contractual Penalty.
- **Cash Management:** The exhibitor shall be responsible for compliance with tax and accounting obligations. Sales must be recorded, credited and handed over to the buyer as proof in accordance with the applicable legal provisions.
- **Fire Protection:** The fire protection regulations of the Technical Guidelines must be observed for stand design and the storage of materials (cf. Point 4.4.1.11 Technical Guidelines).
- **Clearance and Disposal:** The exhibitor shall be obliged to completely clear the book tables of the trade fair forums immediately following the end of the event. Goods not removed in time will be cleared and disposed of for a fee.

### 1.12. Technical Performance, Services (cf. General Conditions of Participation / 12.)

### 1.13. Exhibitor Passes

(cf. General Conditions of Participation / 13.)

Main exhibitors receive a free number of exhibitor passes according to the following exhibition space key:

4 m <sup>2</sup> exhibition space	2 passes
6 m <sup>2</sup> exhibition space	3 passes
8 to 20 m <sup>2</sup> exhibition space	4 passes
21 to 40 m <sup>2</sup> exhibition space	6 passes
42 to 60 m <sup>2</sup> exhibition space	8 passes
62 to 100 m <sup>2</sup> exhibition space	10 passes

From 102 m<sup>2</sup> for each additional 50 m<sup>2</sup> of exhibition space, the number of passes is increased by 2.

For registered co-exhibitors, the main exhibitor receives one exhibitor pass each free of charge.

The exhibitor passes will be made available in the exhibitor's customer account (Shop for Exhibitors – Services) and must be personalised.

### 1.14. Sustainability Fee, Waste Disposal and Cleaning (cf. General Conditions of Participation / 4./ 14.)

Leipziger Messe GmbH charges a sustainability fee of 6.50 EUR per m<sup>2</sup> for stand spaces up to a maximum of 80 m<sup>2</sup>. The purpose of the sustainability fee is to specifically promote environmentally friendly measures and sustainable trade fair design. This includes the expansion of renewable energy, sustainable mobility solutions, and resource-efficient waste management. These initiatives help minimize the environmental impact of events and promote the responsible use of resources. Leipziger Messe GmbH follows the industry standards of the German trade fair sector and, together with exhibitors, sends a clear signal in support of responsible and forward-looking business practices.

Waste in normal household quantities (in containers of up to 100 litres) that is generated by the exhibitor in connection with the management of their trade fair participation is included in the sustainability fee and must be disposed of in the appropriate containers. The disposal of waste in excess of this amount (e.g. stand construction waste) and special waste (e.g. production waste mixed with oil or emulsion) as well as other services (e.g. cleaning) must be ordered by the exhibitor for a fee via the Shop for Exhibitor Services in the customer account.

### 1.15. Security

(cf. General Conditions of Participation / 15.)

### 1.16. Delivery and Removal of Exhibition Goods

(cf. General Conditions of Participation / 16.)

### 1.17. Media Entries

Leipziger Messe GmbH is solely responsible and active for the marketing, processing and publication of media entries. Other publishers who offer or publish similar directories are not authorised by Leipziger Messe GmbH.

Inclusion in the exhibitor directory is obligatory for main exhibitors and co-exhibitors. The calculation of the marketing basic package to the main exhibitor is based on the valid price list (see website [www.leipziger-buchmesse.de/prices](http://www.leipziger-buchmesse.de/prices)). The marketing basic package for co-exhibitors is included in the co-exhibitor fee.

**Components of the marketing basic package** are included in the exhibitor directory online at [www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de) and in the Leipzig Book Fair app:

- Entry of the publisher's or company name, address, telephone, email, internet and stand number (the entry must match the registered company address).
- Link to the exhibitor's website
- Naming of unlimited contact persons in the exhibitor entry
- Individual advertising text of up to 1000 characters
- Naming of all subject areas (product groups) specified with the exhibitor registration (company profile)
- Unlimited amount of product entries in the exhibitor directory
- Representing all social media buttons

The exhibitor will be informed by e-mail of any further offers to supplement their trade fair presence which may be subject to a charge.

### 1.18. Advertising, Press, Specialist Lectures

(cf. General Conditions of Participation / 18.)

Advertising outside the exhibitor's own stand shall not be permitted either on or in front of the exhibition grounds. This shall also include: distribution or attachment of advertising material of any kind, use of persons as advertising media, surveys,

## 1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027

tests, competitions, raffles and prize competitions, the distribution of samples or fan meetings and similar activities. Excluded from this is advertising during the exhibitor's own event in a trade fair forum. Advertising space on the exhibition grounds subject to a charge is offered by FAIRNET GmbH and additionally via individual services and marketing packages of the media service by the Leipzig Fair (see Point 1.17. Media Entries).

The organiser may permit a limited number of the aforementioned promotional activities on request; there is no entitlement to this. The permission to be granted in writing by the organiser is subject to a fee.

### 1.19. Presentations, Communications Technology and Visitor Numbers

(cf. General Conditions of Participation/19.)

The volume during presentations or events at the stand or in an event forum must not exceed **70 dB (A)**. No electronically amplified music may be played at the stand.

Exhibitors who use **GEMA-liable** media at their stand are obliged to register this independently with GEMA and to pay the corresponding fees. Any liability of the organiser for non-payment of GEMA fees is excluded.

#### Crowd management - increased visitor numbers at exhibition stands and at events

Exhibitors are obliged to avoid disruptions of the event. This applies to any events/signing sessions organised by them, regardless of whether these take place outside or at their own exhibition stand, as well as queues of visitors at the exhibition stand regardless of whether events are taking place. In order to ensure that signing sessions run smoothly, they can be registered for our signing area. The exhibitor responsible is obliged to inform the organiser in good time (for all events/signing sessions by the editorial deadline of the event programme, for exhibition stands by the end of exhibitor registration) if, based on previous experience, influences and/or disruptions to the course of the event are to be expected. In special circumstances, notification is recommended up to 4 weeks before the start of the event, exceptions on request. The responsible exhibitor is also obliged to arrange suitable security measures in good time in consultation with the organiser and to commission them independently at his own expense. If he fails to do so, the organiser is entitled, even without the exhibitor's consent, to interrupt events/signing hours as well as to disperse queues and to pass on any costs incurred to the exhibitor and to charge the corresponding contractual penalty. In addition, the exhibitor shall pay the organiser a surcharge of 50 percent on the standard price of the services required for the measures.

The noise level and the number of visitors to the stand must not interfere with the neighbouring stands or the trade fair.

### 1.20. Liability

(cf. General Conditions of Participation/20.)

### 1.21. Reservation of Rights

(cf. General Conditions of Participation/21.)

### 1.22. Intellectual Property Rights

(cf. General Conditions of Participation/22.)

### 1.23. Contractual Penalty

In the event of a culpable breach of the Special and General Conditions of Participation, the exhibitor undertakes to pay Leipziger Messe GmbH a contractual penalty, the amount of which is left to the discretion of the organiser and may

be reviewed by a court of competent jurisdiction as to its appropriateness, but shall not be less than **EUR 500.00** plus VAT. This sum shall be reduced by any compensation paid to Leipziger Messe GmbH for the conduct that is subject to the contractual penalty.

Violation of the General and Special Conditions of Participation may result in immediate exclusion from the current event. Leipziger Messe GmbH shall also reserve the right not to grant the exhibitor admission to subsequent events.

### 1.24. Use of Digital Systems

(cf. General Conditions of Participation/24.)

### 1.25. Assignment of Rights

(cf. General Conditions of Participation/25.)

The exhibitor guarantees that the uploaded or otherwise made available to the organiser image, sound and film materials are free of third party rights. He guarantees that the goods on offer do not infringe any industrial property rights.

The exhibitor shall indemnify the organiser against all claims, including claims for damages, asserted by other exhibitors or other third parties against the organiser due to an infringement of their rights by the content provided by the exhibitor. The exhibitor shall bear all reasonable costs incurred by the organiser due to an infringement of third party rights, including the reasonable costs incurred for legal defence. Any further rights and claims for damages of the organiser shall remain unaffected. The exhibitor shall be entitled to prove that the organiser has actually incurred lower costs. The aforementioned obligations of the exhibitor shall not apply insofar as the exhibitor is not responsible for the infringement in question.

### 1.26. Data Protection

cf. General Conditions of Participation/26.)

### 1.27. Participation at Leipzig Book Fair event programme

Participation is reserved for exhibitors at Leipzig Book Fair. Leipzig Book Fair reserves the right – also in consultation with the venues of Leipzig liest – to make a selection from all the applications received for the programme of events at the fair grounds and in the city of Leipzig. Criteria taken as a basis are, for example, the topicality of the title, the number of events registered (e.g. in relation to the size of the stand) and the relevance to current communication themes of Leipzig Book Fair (e.g. Guest of Honour). Requests for events from co-exhibitors will only be considered if there is free capacity. The Conditions of Participation Leipzig Book Fair event programme, which are part 2 of the Conditions of Participation at Leipzig Book Fair 2027, continue to apply.

### 1.28. Final Provisions

(cf. General Conditions of Participation/27.)

Leipziger Messe GmbH exercises domiciliary rights to the exhibition grounds and its virtual offerings. The Leipziger Messe GmbH Internal Regulations for the exhibition grounds are available at [www.leipziger-messe.de/en/meta](http://www.leipziger-messe.de/en/meta).

Each exhibitor shall share responsibility for the success of the fair. Any acts which impair or endanger the running or success of the fair or unduly disturb other exhibitors and visitors are to be refrained from.

Each exhibitor shall be obliged to cooperate in ensuring theft prevention to the greatest extent through appropriate stand design, sufficient and specially instructed stand personnel and, if necessary, additionally commissioned stand security; and shall also ensure that any theft is punished under criminal law.



Leipziger Messe GmbH  
Messe-Allee 1, 04356 Leipzig  
Tel. +49 341 678-6950  
aussteller@leipziger-buchmesse.de



**LEIPZIGER  
MESSE**

## 1. Special Conditions of Participation for exhibitors at Leipzig Book Fair 2027

Insofar as protected by the right to freedom of expression, disruptions and impairments of the trade fair are unavoidable in individual cases. Leipziger Messe GmbH shall not be held responsible for any damage caused to exhibitors as a result.

Leipziger Messe GmbH  
As of July 2026

## 2. Conditions of Participation Leipzig Book Fair event programme 2027

Leipziger Messe GmbH organises Leipzig Book Fair and Manga Comic Con as part of a trade fair association on its exhibition grounds. Parallel to the two events, a large number of reading events will take place in the city under the programme name Leipzig liest ("Leipzig reads"). The events on the exhibition grounds are summarised under the title Programme fair.

Leipziger Messe GmbH selects venues for the programme and coordinates and publishes the calendar of events online. The participating publishers receive one or more event slots from the pool of venues provided by Leipziger Messe GmbH and can, as organisers, design the content of these.

Responsibility for the entire execution of each event lies with the respective organizer of the event.

### 2.1. Dates

- Registration start for event requests from 15 September 2026
- Registration of event requests until 30 November 2026
- Registration of events with own venue until 15 January 2027
- Programme will be published online at [www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de) from 18 February 2027 to 30 June 2027
- Implementation in the week 15 to 21 March 2027

### 2.2. Who May Take Part?

Publishers and individuals who are approved as exhibitors at the current Leipzig Book Fair and Manga Comic Con may register as main organisers with their event requests and events, as well as partners authorized by the Leipzig Book Fair and Manga Comic Con.

Participating venues from Leipzig and the region as well as other event partners (e. g. Guest of Honour organisers) shall be defined by Leipziger Messe GmbH.

Event organisation and coordination of the Programme fair will be carried out by the main organiser / exhibitor and Leipzig Book Fair as well as Manga Comic Con. Event organisation and coordination of the programme Leipzig liest will be carried out by the main organiser / exhibitor and the host of the respective venue. If other organisers are indicated, they will be noted as co-organisers in the programme publications.

Participation is not guaranteed.

The selection and allocation of the registrations received will be made according to the available room capacities and with reasonable discretion. The date of registration does not matter, as long as it falls within the specified registration period. Other criteria are the number of registered events in relation to the stand size (see table below), the topicality of the title (publishing date between the Leipzig Book Fairs 2026 and 2027) and the relevance to current communication themes of Leipzig Book Fair and Manga Comic Con.

Requests for events by a co-exhibitor must be coordinated in advance with the main exhibitor and will count towards the total number of events according to the size of the stand.

#### Exhibition space key:

Stand size	maximum number of events
Small stand with 4 m <sup>2</sup>	1
Small stand with 6 m <sup>2</sup>	2
from 8 to 10 m <sup>2</sup>	3
from 12 to 18 m <sup>2</sup>	5
from 20 m <sup>2</sup>	+2
For each up to 20 m <sup>2</sup> additional exhibition space	
the number increases by	2 events
Co-exhibitor	0 or agreement with main exhibitor

Leipziger Messe GmbH shall reserve the right to reject events that do not fit into the content concept of Leipzig Book Fair and Manga Comic Con, or if it has reason to believe that the event may disrupt the smooth running and/or safety of the event. Rejection may occur at any stage of the event's planning and at any time.

### 2.3. Venues at the Trade Fair and in the City

Events on the exhibition grounds usually take place in the period from 10.30 a.m. to 5.30 p.m. This also applies to self-organized events, including those held at the exhibitor's own stand.

The event time in the trade fair forums is usually 30 minutes.

The Leipzig Book Fair and Manga Comic Con are responsible for assigning events to a trade fair forum. Requests specified in the registration will be taken into account to the extent possible and at their reasonable discretion. There is no entitlement to a specific location.

Events in the city usually take place starting from 6.00 p.m.

### 2.4. Non-Public Events

No event venues or partners shall be arranged within the city for closed or internal events.

Exhibitors may rent rooms on the exhibition grounds, upon request, for non-public events and for press work. These events must also be registered, but they will not be published in the Leipzig Book Fair event programme.

### 2.5. Registration/Publication

Registration is also an application for entry in the event calendar. The events are displayed online on the website and in the app of Leipzig Book Fair / Manga Comic Con.

The event entry refers to an event taking place in Leipzig and surrounding areas.

An event is deemed to have been registered if the registration has been sent online by the registration deadline and receipt has been confirmed by (automated) email.

The programme information is published exclusively online. Leipziger Messe GmbH shall reserve the right to edit the event entries.

If an organiser or venue publishes their own events, they shall be obliged to refer to the event framework Leipzig liest.

### 2.6. Registration Fee

Leipziger Messe GmbH charges a fee for each event that is published on the Leipziger Buchmesse / Manga Comic Con website or in the app. The fee is also due if the event is cancelled by the organizer after publication and possibly replaced by another event. The registration fee will be invoiced to the main organiser / applicant of the event (this is usually the exhibitor). Deviations from this shall only apply if a different invoice address is given. Invoicing shall take place at the beginning of April 2027, payable within 14 days of invoicing.

#### Programme fee 1: EUR 50.00 plus VAT

Per event for:

- Main exhibitor
- Digital events
- Events at exhibitor's own stand
- Self-organised events at one's "own" location
- Venues in and around Leipzig that are main organisers and/or have entered events

## 2. Conditions of Participation Leipzig Book Fair event programme 2027

**Programme fee 2: EUR 110.00 plus VAT**

Per event for:

- Co-exhibitors

### 2.7. Changes to Event Dates

The main organiser shall be obliged to inform the Leipzig liest project team in good time of any changes to the programme items so that these can be taken into account when organising the event. The published programme data will be constantly updated according to the information sent by email by the main organiser. The editorial deadline for programme content is 15 January 2027.

### 2.8. Responsibilities

The main event organiser is responsible for the implementation of his event, this applies in particular to:

- the event content
- the event presentation
- the participants' supervision
- tickets or registration for admission to the trade fair
- payment of travel and accommodation costs
- fees
- Personal protection
- coordination of signing and waiting queues
- if applicable, registration of the event with GEMA/VG Wort and any applicable fees
- book sales at the trade fair in accordance with Point 1.11. Book Sales. Leipziger Messe GmbH creates spatial conditions at its own forums at the fair so that the main organiser can carry out book sales and book signings independently for the respective forum event.
- during events on the exhibition grounds, the volume limit of 70 dB(A) must be complied with and exhibition aisles, escape routes and emergency exits must be kept clear in accordance with Point 1.19. Presentations – Communications Technology.
- compliance with the specifications of the respective event location (regardless whether it is part of the Programme fair or Leipzig liest), in particular with regard to compliance including the respective house rules, any applicable general terms and conditions, any payment modalities, any required permits, the respective maximum number of visitors, if applicable, and in general with legal regulations (laws, ordinances)
- compliance with the legal requirements for the protection of children and minors (see Special Terms and Conditions of Participation for exhibitors at Leipzig Book Fair 2027, Point 1.11. Products)

### 2.9. Technical Equipment of the Event Forums and Rooms

Leipziger Messe GmbH provides premises (event forums) on the exhibition grounds for the programme, which are equipped with event technology and furnishings. The event rooms arranged in Leipzig and the surrounding area may be equipped with event technology if required. The costs are to be requested individually.

Any event technology required must be specified by the main organiser during the event registration as this may have a bearing on the selection of the event space.

### 2.10. Admission Fees and Visitor Registration

Generally, no separate entrance fee will be charged for the events. If there are specific registration requirements for events such as book signings (e.g., free online ticketing provided by the main organizer), the project team must be

informed. In addition, the project team must be informed as soon as events are sold out, regardless of the venue.

If it is necessary to charge admission fees for events in the city in order to compensate for additional costs, the main organiser must coordinate this with the Leipzig liest project team and inform them of this. The main organiser must also inform the project team if visitors only have access to events with pre-reservation or pre-registration and where visitor registration is possible.

### 2.11. Third Party Rights

The main organiser must ensure that texts, images, sound and film materials made available to Leipziger Messe GmbH for publication are free of third-party rights; and in particular that they do not infringe any personal rights or industrial property rights.

At the same time, the main organiser shall undertake to indemnify Leipziger Messe GmbH against all claims – including claims for damages – asserted by third parties against Leipziger Messe GmbH due to an infringement of their rights by the aforementioned content.

### 2.12. Event Streaming

Digital events may be displayed in the online program of the Leipzig Book Fair/Manga Comic Con. The main organiser shall create and be responsible for the (live) stream and notifies Leipziger Messe GmbH of the link in good time. In doing so, the main organiser must observe the copyrights of his event, only events for whose content he has the rights to may be streamed. Each video platform has its own terms of use, which the main organiser shall be responsible for complying with. The streams shall be linked during the Leipzig Book Fair/Manga Comic Con on the website: [www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de). Thereafter, these links will be removed from the website. The streams shall remain available on the video platform chosen by the main organiser and must be removed independently if he no longer wishes to show the content.

For three months after the end of the event, only streams that either originate from selected partners or for which Leipziger Messe GmbH holds the copyright to will be published on the website.

Leipziger Messe GmbH shall reserve the right to carry out streaming at selected events and venues and to publish the audio and video content on the internet.

Leipziger Messe GmbH  
As of July 2026