



Leipziger
Buchmesse

EXHIBITING

AT LEIPZIG BOOK FAIR

27 – 30 March 2025

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

leipziger-buchmesse.de/en



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LEIPZIGER
MESSE



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.leipziger-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/standregistration

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 26.

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 or +49 (0)341 678-6950.



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PLANNING YOUR STAND

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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, companies 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 m² 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 m².
- | If you **register** at the special price by **31 August 2024**, we offer 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 26 & 27 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

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 on 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 2025
- | 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 via the corresponding link to the event account
- | 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 be aware of the deadlines for your orders (see also page 8 under „Deadlines“).

- | 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

BOOK HOTEL FOR YOUR VISIT TO THE FAIR

Benefit from the improved hotel conditions and special cancellation periods of our numerous partner hotels when booking your hotel. In order to take advantage of these special deals please book directly via our hotel portal:

www.leipziger-buchmesse.de/hotel



EXHIBITION AREAS AND HALL LAYOUTS

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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. Hall 2 displays the exhibition areas fiction and non-fiction, specialist books & science, religion, travel literature, music 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. Hall 4 will accommodate fiction and non-fiction, audio and international themes. Visitors of Hall 5 will discover exhibitors from the areas of fiction and non-fiction, art books, non-books, service providers for publishers and bookstores, as well as autoren@leipzig. Book Art & Graphics and Antiquarian Book Fair are also located in Hall 5. Media, newspapers and magazines can be found in various exhibition areas in all halls.

You can find up-to-date information at any time on our website at:

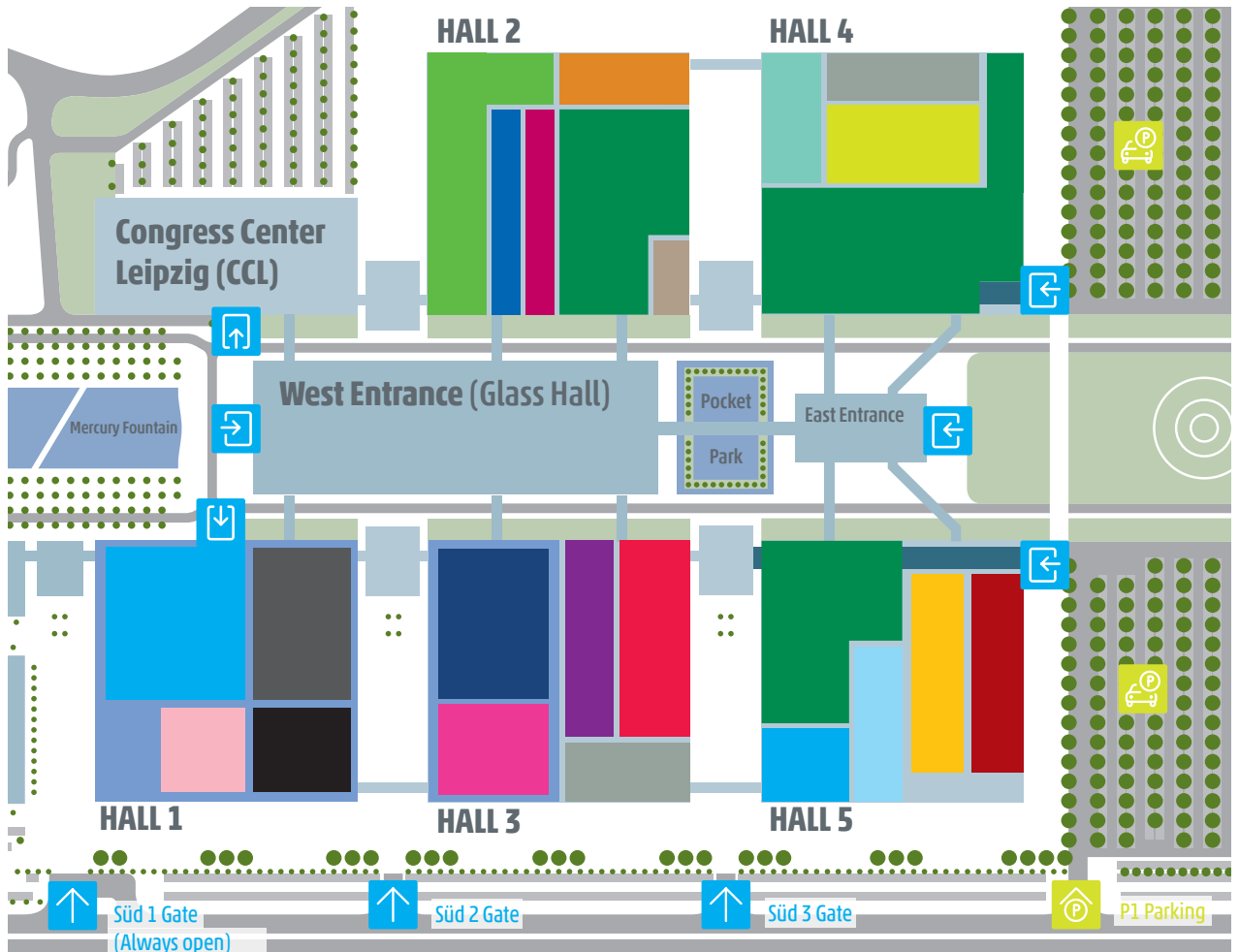
www.leipziger-buchmesse.de/en/exhibit/planning-your-trade-fair-presence/exhibition-areas/

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:



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

HALL 4	<ul style="list-style-type: none"> FICTION/NON-FICTION AUDIO INTERNATIONAL AREA TRADE FAIR BOOKSHOP
HALL 5	<ul style="list-style-type: none"> FICTION/NON-FICTION/ART BOOKS AUTOREN@LEIPZIG SERVICE PROVIDERS FOR BOOK STORES AND PUBLISHERS, NON-BOOK BOOK ART & GRAPHIC DESIGN ANTIQUARIAN BOOK FAIR

Subject to change. Updated: June 2024



OVERVIEW OF IMPORTANT DATES

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What?		When?
Registration as an exhibitor	Exhibition stand	from July 2024
Mailing of stand admission	Exhibition stand	after exhibitor registration processing
Deadline: Exhibitor registration at a special price	Exhibition stand	31 August 2024
Start of hall layout planning and stand allocation	Exhibition stand	from September 2024
Registration of entries for Leipzig Book Fair Prize	Leipzig Book Fair Prize	from September (after receipt of exhibitor registration)
Start of registration of events	Leipzig liest	1 October 2024
Deadline to submit titles for Leipzig Book Fair Prize	Leipzig Book Fair Prize	1 October 2024
Registration deadline for exhibitors	Exhibition stand	1 November 2024
Media shop for exhibitors opens (for booking additional advertising options, e.g. in the exhibitor directory or the app)	Exhibition stand	from November 2024
Registration deadline for event requests	Leipzig liest	29 November 2024
Exhibitor directory goes online	Exhibition stand	Beginning of December 2024
Ticket shop opens for visitors		Beginning of December 2024
Mailing of stand allocations (hall and stand numbers)	Exhibition stand	from January 2025
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 2025
Registration deadline for self-organised events with their own location and editorial deadline	Leipzig liest	15 January 2025
Exhibitor directory with stand numbers goes online	Exhibition stand	from mid-January 2025
Stand enlargement/modifications to stand design, where possible	Exhibition stand	by 12 February 2025
Deadline for submitting orders to the Shop for Exhibitor Services and for submitting permit applications	Exhibition stand	26 February 2025
Leipzig liest programme goes online	Leipzig liest	27 February 2025
Late surcharge for selected services in the Shop for Exhibitor Services	Exhibition stand	vor orders from from 27 February 2025
Shop for Exhibitor Services closes	Exhibition stand	18 March 2025
Leipzig Book Fair		27 – 30 March 2025

Additional dates (e.g. stand set-up and dismantling times) can be found on our website at www.leipziger-buchmesse.de/en/exhibit/planning-your-trade-fair-presence/dates-deadlines/ and in our Special Conditions of Participation.



PRICE LIST FOR EXHIBITION SPACE

Exhibitors benefit from a price advantage when registering at the **special price** until **31 August 2024**. In order to start planning for Leipzig Book Fair with a secure registration status, the **registration deadline** will be **1 November 2024**. 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.

COMPLETE STANDS (incl. stand set-up and dismantling)	STAND SIZE	TRADE FAIR RENT FOR REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	TRADE FAIR RENT FOR REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Version A	from 8 m ²	€390/m ²	€430/m ²
Version B	from 8 m ²	€469/m ²	€517/m ²
Version C	from 9 m ²	€605/m ²	€667/m ²
International Collective Stand (international joint participation); equipped as Version B	from 8 m ²	€289/m ²	€318/m ²
Small stand S	4 m ²	€201/m ²	€222/m ²
Small stand M	6 m ²	€215/m ²	€237/m ²
Small stand duo*	4 m ²	€273/m ²	€302/m ²

* See point 1.7 of the Special Conditions of Participation

All prices plus VAT.

COMPLETE STANDS IN THE EXHIBITION AREA FOR BOOK ART & GRAPHIC DESIGN (incl. stand set-up and dismantling)	STAND SIZE	TRADE FAIR RENT FOR REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	TRADE FAIR RENT FOR REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Complete stand Book Art & Graphic Design *1	8 – 12 m ²	€178/m ²	€196/m ²
Artist's stand in the Marketplace Print Graphics *2	3 m ²	€146/m ²	€161/m ²

*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.

All prices plus VAT.

SELF-BUILD STAND	STAND SIZE	TRADE FAIR RENT FOR REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	TRADE FAIR RENT FOR REGISTRATION FROM 01.09.2024 (BASIC PRICE)
	from 4 m ²	€239/m ²	€263/m ²



PRICE LIST FOR FEES

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All prices plus VAT.

Mandatory for all main and co-exhibitors

Communication flat rate

For 3 m ² stands (Marketplace Print Graphics)	€44
For main exhibitors with small stands (4 or 6 m ²)	€98
For main exhibitors with stands from 8 m ²	€213
For co-exhibitors	included in the fee for co-exhibitors

Mandatory for all main exhibitors

AUMA fee	€0.60/m ²
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Mandatory when booking a complete stand

Electrical connection (2 kW)

For small stands (4 or 6 m ²)	€187
For all other versions (from 8 m ²)	€245

Additional fees

Co-exhibitors	€252
Additionally represented companies	€163
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)	€47
Processing fee for stand changes from 13 February 2025	€63
Surcharge for late bookings for registrations from 2 November 2024 (up to 6 m ²) per stand	€300
Surcharge for late bookings for registrations from 2 November 2024 (from 8 m ²) per stand	€550
Surcharge for co-exhibitor late bookings for registrations from 16 December 2024 (per co-exhibitor)	€63
Fee for extended stand construction or dismantling times (Flat rate per day and per stand)	Please enquire for prices
Surcharge for two-storey stand constructions	50% of the applicable trade fair rental price per m ²
Fee for closing off the side of a stand along an aisle	for each meter or part thereof €105
Surcharge for stands extending into the aisles (flat rate multiplied by the length of the stand adjacent to the relevant aisle)	€120
Contractual penalty per violation	€500

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 ² stand space or less	€200
For exhibitors with 8 m ² stand space or more	€420

Cancellation fee after admission	100% of the trade fair rental
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Fee for reducing stand size after admission	100% of the fee for the cancelled space
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Cancellation fee for co-exhibitors

Up to the co-exhibitor registration deadline on 15 December 2024	€63
After the co-exhibitor registration deadline from 16 December 2024	€252

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.



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 (number customizable on request)		✓	✓
Counter with sliding doors, white (Please order door lock separately)		✓	✓
Booth (1 m ²) 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 is obligatory and will be charged separately)	✓	✓	✓

*other colours available for a fee



COMPLETE STAND PACKAGES



STAND CONSTRUCTION SERVICES	Small stand S	Small stand duo	Small stand M
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 (number customizable on request)	✓	✓	✓
Counter with sliding doors, white (Please order door lock separately)	✓	✓	✓
Long-arm spotlight	✓	✓	✓
Needle felt floor covering, anthracite, 3000	✓	✓	✓
Triple socket (Power connection is obligatory and 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 2025). The following overview shows examples of the various stand types.

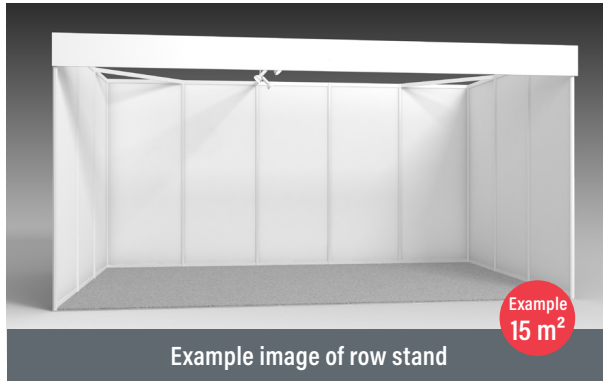
In the interest of the stands across from you, exhibitors with corner, head and block stands may not position a closed wall along an aisle. Please note point 1.7 in our Special Conditions of Participation.

Small stand S 4 m ²	ROW STAND		CORNER STAND	
Small stand duo 4 m ²	ROW STAND		CORNER STAND	
Small stand M 6 m ²	ROW STAND		CORNER STAND	
Complete stand version A	ROW STAND		CORNER STAND	
Complete stand version B	ROW STAND		CORNER STAND	
Complete stand version C	ROW STAND		CORNER STAND	
Complete stand Book Art and Graphic Design	ROW STAND		CORNER STAND	
Head stand with 3 open sides	HEAD STAND			

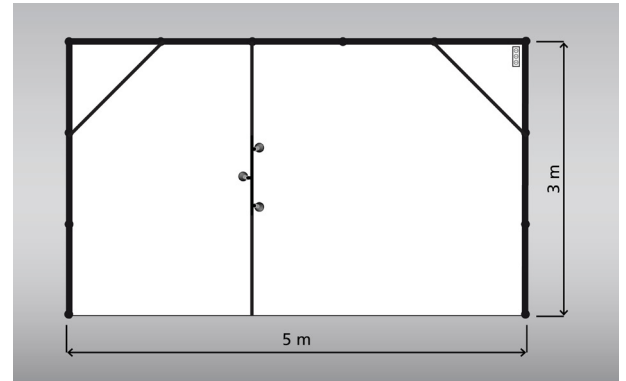


COMPLETE STAND PACKAGES

COMPLETE STAND VERSION A (from 8 m²)



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 23 and 26 onwards.

CALCULATION EXAMPLE FOR A 15 M² EXHIBITION STAND

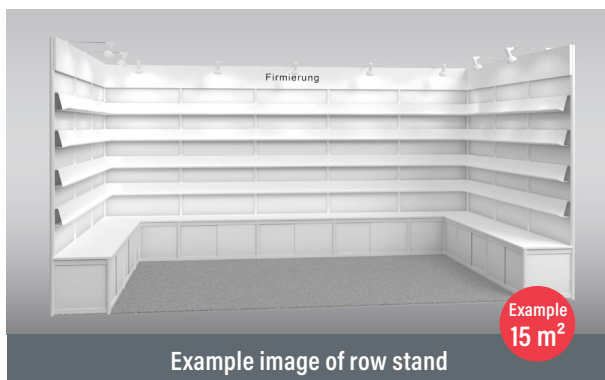
	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (15 m ²)	€5,850	€6,450
AUMA fee	€9	€9
Electrical connection (2 kW)	€245	€245
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€213	€213
Free exhibitor 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		
TOTAL PRICE	€6,317	€6,917

All prices plus VAT.

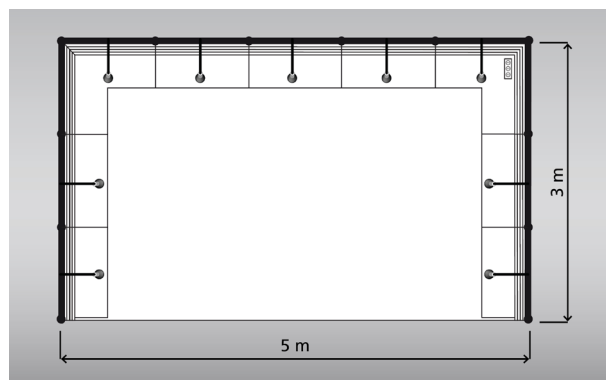


COMPLETE STAND PACKAGES

COMPLETE STAND VERSION B (from 8 m²)



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 (number customizable on request)
- | **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 23 and 26 onwards.

CALCULATION EXAMPLE FOR A 15 M² EXHIBITION STAND

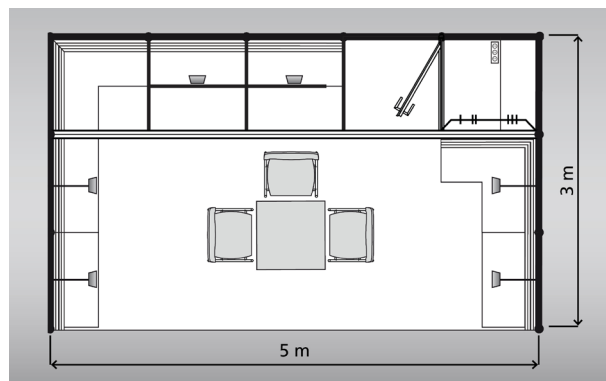
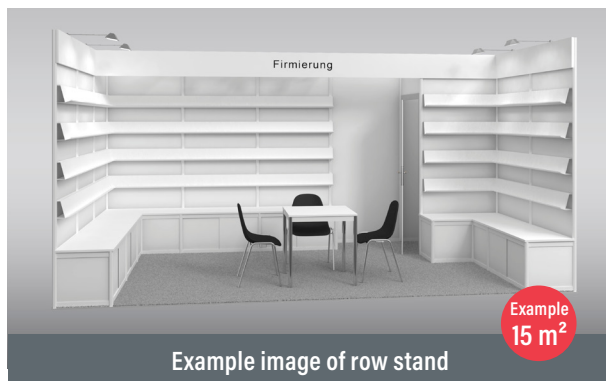
	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (15 m ²)	€7,035	€7,755
AUMA fee	€9	€9
Electrical connection (2 kW)	€245	€245
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€213	€213
Free exhibitor 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		
TOTAL PRICE	€ 7,502	€ 8,222

All prices plus VAT.



COMPLETE STAND PACKAGES

COMPLETE STAND VERSION C (from 9 m²)



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 (number customizable on request)
- | **Counter with sliding doors**, white (Please order door lock separately)
- | **Booth** (1 m²) 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 23 and 26 onwards.

CALCULATION EXAMPLE FOR A 15 M² EXHIBITION STAND

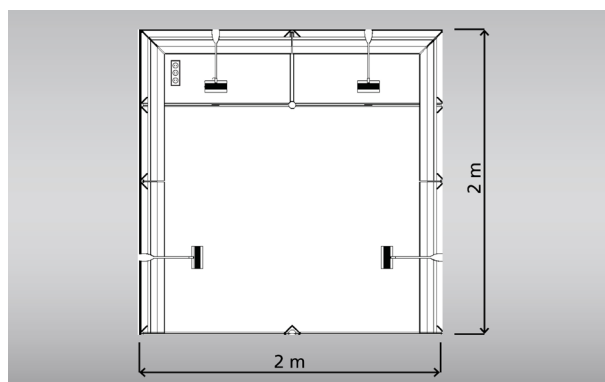
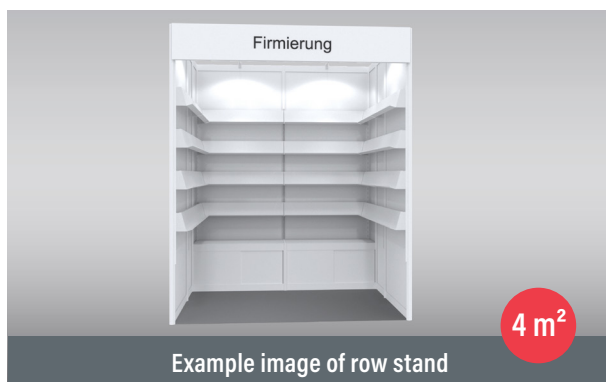
	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (15 m ²)	€9,075	€10,005
AUMA fee	€9	€9
Electrical connection (2 kW)	€245	€245
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€213	€213
Free exhibitor 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		
TOTAL PRICE	€9,542	€10,472

All prices plus VAT.



COMPLETE STAND PACKAGES

SMALL STAND S (4 m²)



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 (number customizable on request)
- | **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 23 and 26 onwards.

CALCULATION EXAMPLE FOR A 4 M² EXHIBITION STAND

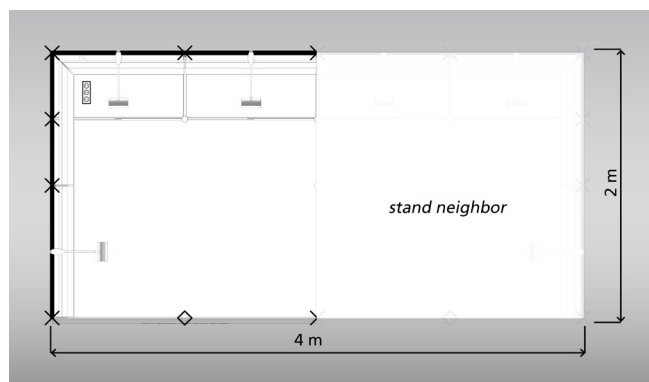
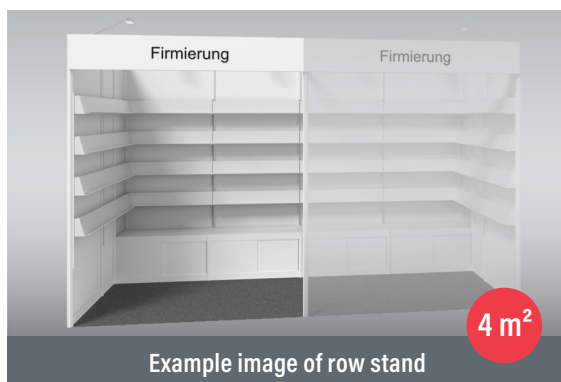
	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (4 m ²)	€804	€888
AUMA fee	€2.40	€2.40
Electrical connection (2 kW)	€187	€187
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€98	€98
Free exhibitor 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		
TOTAL PRICE	€1,091.40	€1,175.40

All prices plus VAT.



COMPLETE STAND PACKAGES

SMALL STAND DUO (4 m²)



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 (number customizable on request)
- | **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 23 and 26 onwards.

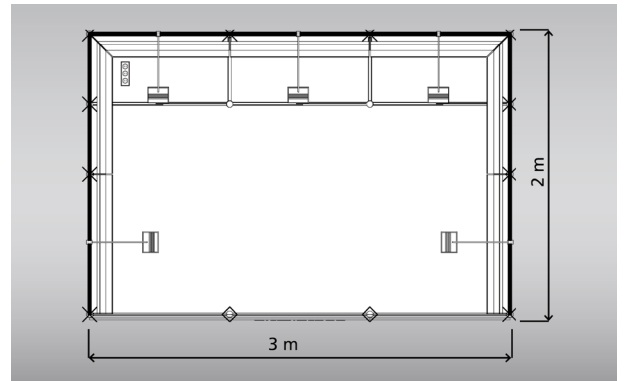
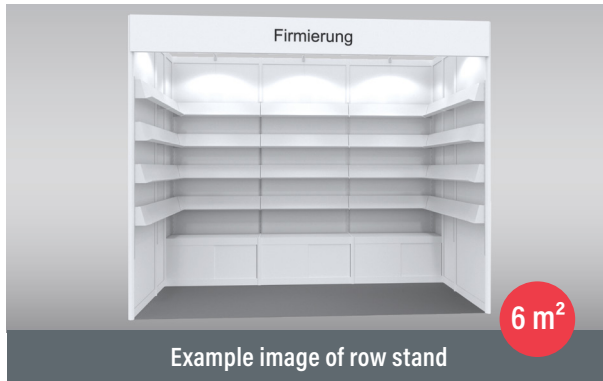
CALCULATION EXAMPLE FOR A 4 M ² EXHIBITION STAND	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (4 m ²)	€1,092	€1,208
AUMA fee	€2.40	€2.40
Electrical connection (2 kW)	€187	€187
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€98	€98
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		
TOTAL PRICE	€1,379.40	€1,495.40

All prices plus VAT.



COMPLETE STAND PACKAGES

SMALL STAND M (6 m²)



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 (number customizable on request)
- | **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 23 and 26 onwards.

CALCULATION EXAMPLE FOR A 6 M ² EXHIBITION STAND	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (6 m ²)	€1,290	€1,422
AUMA fee	€3.60	€3.60
Electrical connection (2 kW)	€187	€187
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€98	€98
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		
TOTAL PRICE	€1,578.60	€1,710.60

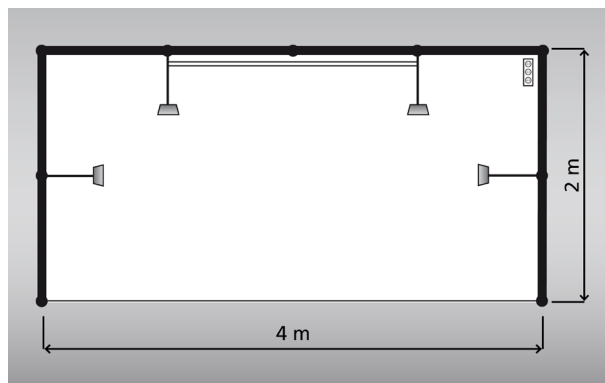
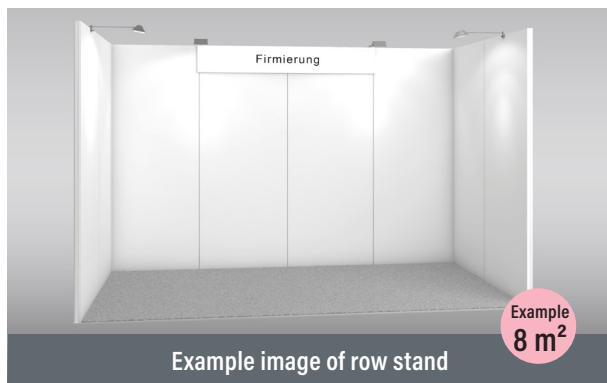
All prices plus VAT.



COMPLETE STAND PACKAGES

COMPLETE STAND BOOK ART & GRAPHIC DESIGN (8 to 12 m²)

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:** 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 m² 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 23 and 26 onwards.

CALCULATION EXAMPLE FOR AN 8 M ² EXHIBITION STAND	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (8 m ²)	€1,424	€1,568
AUMA fee	€4.80	€4.80
Electrical connection (2 kW)	€245	€245
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€213	€213
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		
TOTAL PRICE	€1,886.80	€2,030.80

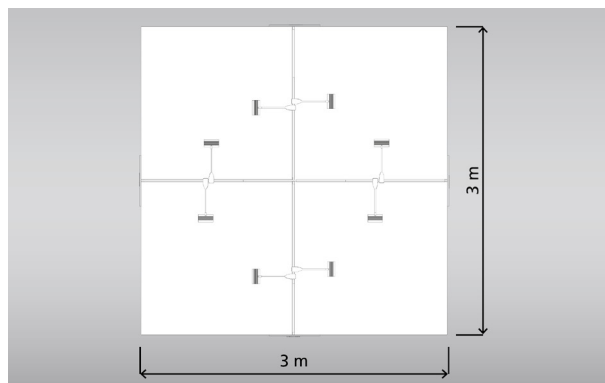
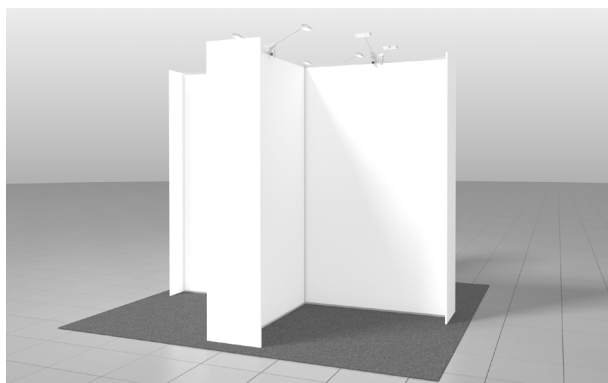
All prices plus VAT.



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 ² EXHIBITION STAND	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Trade fair rental incl. stand construction (3 m ²)	€438	€483
AUMA fee	€1.80	€1.80
Electrical connection (2 kW)	included	included
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€44	€44
Free exhibitor pass (based on the stand size)	1 pass	1 pass
TOTAL PRICE	€483,80	€528,80

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 23 and 26 onwards.

CALCULATION EXAMPLE FOR A 12 M ² EXHIBITION STAND	REGISTRATION BY 31.08.2024 (SPECIAL PRICE)	REGISTRATION FROM 01.09.2024 (BASIC PRICE)
Stand rental (12 m ²)	€2,868	€3,156
AUMA fee	€720	€720
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€213	€213
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		
TOTAL PRICE	€3,088.20	€3,376.20

All Prices plus VAT.



COMMUNICATION FLAT RATE, EXHIBITOR PASSES AND CO-EXHIBITORS

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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 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 2024, 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 ² exhibition space 1 pass | 21 to 40 m ² exhibition space 6 passes |
| 4 m ² exhibition space 2 passes | 42 to 60 m ² exhibition space 8 passes |
| 6 m ² exhibition space 3 passes | 62 to 100 m ² exhibition space 10 passes |
| 8 to 20 m ² exhibition space 4 passes | For each additional 50 m ² 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 2024 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

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Audio

- Audio, in general
- Audio books
- Audio plays
- Podcasts
- Streaming

autoren@leipzig

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

Fiction

- Fiction, in general
- Dark romance and erotica
- Historical novels
- Humour and Satire
- Crime and thriller
- Poetry
- New adult
- Queer literature
- Romance / love novels

Education/School/Preschool

- Education, in general
- Extracurricular activities
- Crafting, painting, playing
- Educational programmes for mental health
- Adult education / lifelong learning
- Cultural education
- General teaching and learning media, schoolbooks
- Digital teaching and learning media, Apps, AI
- Reading promotion
- Specialist educational literature
- Political education
- Facilities, school and preschool equipment

Book Art and Graphic Design

- Book art
- Print graphics
- Illustration
- Art colleges

Comics and manga

- Cartoons
- Comics
- Graphic novels
- Manga/Manhwa/Webtoons
- Comics and manga for children and teenagers

Service providers in book trade

- Service providers, in general
- Agencies
- Digital products and services
- Distribution
- Producers of printed materials
- Artificial intelligence
- Print on demand

Specialist/scientific and academic books

- Specialist/scientific and academic books, in general
- Humanities
- Medicine
- Natural sciences
- Social sciences
- Linguistics
- Economics and law

International/Foreign language literature

- International/Foreign language literature, in general
- Literature on the Guest of Honour

Calendars

- Calendars, in general

Books for children and teenagers

- Media for children and teenagers, in general
- Picture books
- Storybooks
- Beginning readers
- Books for children
- Middle grade books
- Young adults
- Non-fiction for children and teenagers
- Reading promotion for children and teenagers



COMPANY PROFILE

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Art books

Art books, in general
Facsimile

Media

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

Multimedia

Multimedia, in general
Apps
Computer and video games
DVD/Blu-ray
E-Books
Video-on-demand

Music

Music, in general
Instruments
Music education
Sheet music

Non-books

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

Fantasy

Fantasy
Horror
Romance Fantasy
Science Fiction
Fantasy for children and teenagers

Self-help books

Practical guides and self-help books, in general

Career and economics
Relationships and sexuality
Esoteric and spirituality
Food and beverages
Family and parenting
Lifestyle and sport
Gift book
Health and beauty
Hobbies and creativity
Plants and gardening
Animal and pet care
Interior design

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
Diversity and an open society
History and current affairs
Climate, environment and sustainability
Philosophy
Politics
Economics

Associations/organisations/authorities/institutions

Associations/organisations/authorities/institutions, in general



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 1 October to 29 November 2024. You will receive more information on registering for signing sessions in our signing areas and on registering for special event formats when registration for events starts on 1 October.

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/m² 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.



NUMBER OF EVENTS PER M² OF STAND SPACE

STAND SIZE	MAXIMUM NUMBER OF EVENTS
Small stand, 4 m ²	1
Small stand, 6 m ²	2
8 to 10 m ²	3
12 to 18 m ²	5
from 20 m ²	+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 m² 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

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

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 calendar. 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 TARGET GROUPS

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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/de/ausstellen/ihre-zielgruppen-erreichen/werbung-pr/

In addition to the Leipzig reads offers, we provide you with opportunities to participate in our **innovative programme formats** and reach your target group directly. These include **#buchbar** - the place for personal encounters between authors and readers, the **signing area** in Hall 4, **UVERSE** - the Youth Campus for Generation Z or the **Music Café** and the **Music Teaching Day**. Details regarding booking options will be available on our website as of autumn.





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 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 and let us know what you need. We would be happy to put together a firm offer for you.





ROOM RENTAL

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CCL PRICES

Number of people	Up to 2 hours	Up to 4 hours	4 hours or more
Up to 12	€120	€245	€490
Up to 38	€245	€430	€675
Up to 100	€365	€615	€980
Up to 180	€490	€860	€1,160
Up to 380	€600	€1,050	€1,430
Over 380	€820	€1,445	€1,955

All prices plus VAT.

MESSEHAUS PRICES FOR K-ROOMS

Number of people	Up to 2 hours	Up to 4 hours	4 hours or more
Up to 16	€120	€245	€490
Up to 30	€245	€430	€675

All prices plus VAT.

MESSEHAUS PRICES FOR M-ROOMS

Number of people	Up to 2 hours	Up to 4 hours	4 hours or more
Up to 56	€245	€430	€675
Up to 124	€365	€615	€980
Up to 206	€490	€860	€1,160
Up to 330	€600	€1,050	€1,430

All prices plus VAT.



GUIDE FOR FIRST-TIME EXHIBITORS

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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 setting 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) 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

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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 is 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 is 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 should not 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).

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, 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 m² of exhibition space.

You can find more helpful information at: <https://www.auma.de/en/exhibit/exhibiting-successfully/exhibiting-in-germany>

STILL HAVE QUESTIONS?

Then just give us a call at +49 (0)341 678-6950 or send an email to 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

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