

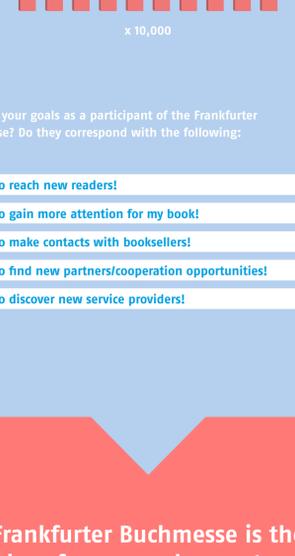
So you want to go to the Book Fair?



General Public Days
Suitable for authors and self-publishers

Trade Visitor Days
Suitable for authors and self-publishers

You're an author or self-publisher and want to present your first book at your own stand at the Fair?



Remember: your book is 1 of 300,000!

YOUR TITLE

x 10,000

What are your goals as a participant of the Frankfurter Buchmesse? Do they correspond with the following:

- I want to reach new readers!
- I want to gain more attention for my book!
- I want to make contacts with booksellers!
- I want to find new partners/cooperation opportunities!
- I want to discover new service providers!



Then Frankfurter Buchmesse is the right place for you and your stand



Keep in mind:

1. **Share your stand with another author –**
→ [Prices and registration form](#)
2. **Present yourself within a genre and take advantage of the target groups of the neighbouring publishers**
3. **Make your stand special – stand out!**
Colour, shape – everything is possible, just so long as the stand isn't damaged
4. **Find exhibitors and products at the Fair –**
→ [Organise your events](#)
5. **Organise readings in a forum**
6. **Find exhibitors and products at the Fair –**
→ [Search](#)
7. **Speak to potential partners you want to meet – in advance!**
8. **Networking made easy: meet your colleagues at the award ceremony**
→ [Virenschleudernreis](#) and in our → [Self-Publishing Area](#)
9. **We offer the platform – you do the marketing**
10. **HELLO**
Organise your group visit now –
→ [Group visit](#)
11. **Motivate your customers and readers to make a visit**
12. **Books can only be sold at your stand as part of an event**
13. **Activities?**
Enter your events, such as a book-signing, in the Events Calendar

You should do this before, as well as during the Fair:

8. **Use social media channels to draw attention to your Fair participation**
Use #fbm16 on Twitter, Instagram, and Facebook
9. **At the Fair be sure to:**
9. **Book your advertising options now –**
→ [Advertising & PR](#)
10. **Distribute flyers at your stand or on the Fair grounds (at an additional cost)**
10. **Use the Fair to analyse the competition. Who are my competitors, what does their book cover look like, what's the pricing and the marketing...**
11. **Keep an eye on the competition!**
11. **Sell books on Sunday or during events**
12. **Find new contacts**
Networking made easy: you can do a targeted search for publishers, industries and publication subjects in the → [Exhibitors Catalogue](#). Plan your appointments before your visit to the Fair!

We are happy to help you:

Frankfurter Buchmesse
Service Center
t: +49 (0) 69 282-0
servicecenter@book-fair.com

You're looking for a publisher?



- Can I speak with a literary agent?
- How do I reach out to publishers?
- How can I make contacts?



Then come during the Trade Visitor days to market your book.

Keep in mind:



Leave your manuscript at home!

What better way to present your work than face to face? So why don't you grab your manuscript, a reading sample, your bio and head to Frankfurt?

You will never meet so many agents and publishers in one spot! Admittedly, it sounds like a good idea. Yet, you won't have much success taking this route. Book fairs are negotiations fairs. Agents and publishers have often made their appointments months in advance and their diaries are booked end-to-end with 30 minute slots.

Neither agents nor editors have time for new authors. They can't look over new work at the Fair and they have no desire to carry 200 new manuscripts home in a suitcase. That's what office hours, the telephone, mail and email are for.



Make your visit worth your while.

The Book Fair is the perfect place for networking.

You can personally meet contacts from your social networks. And if you, as an author, would like to work with agents and publishers, you should familiarise yourself with the publishing landscape.

For example, find out about the most important trends and new releases and, in the genre you are writing, learn about the most relevant books. Plus, you should also get an overview of the publishers that release books like yours. For this, the Frankfurter Buchmesse is ideal.

You can also drink in a little bit of the atmosphere and begin to imagine what it would be like to be a part of the "literary circus".

It's fun and motivates you to get started.

