

Webinar for exhibitors

Welcome!

How to #fbm24

Preparations for the Book Fair

10 July 2024

Agenda



**FRANKFURTER
BUCHMESSE**

16 – 20 OCTOBER 2024
GUEST OF HONOUR ITALY

→ 1: Preparations during summer 2024

- New at #fbm24
- Logins
- Frankfurt Connect
- Exhibitor Ticket Portal
- Visa

2: Stand equipment & planning

3: Tips for the book fair week

The poster features a red-to-pink gradient background. The text 'FBM24 is Reading!' is prominently displayed in white and black. Below it, the tagline 'Read. Reflect. Relate.' and the dates 'Vom 16. bis 20. Oktober.' are written in white. A circular logo on the right side contains the text 'FRANKFURTER BUCHMESSE' and 'is Reading!'. The background is a collage of black and white text elements, including 'FBM24', 'READING!', and 'FRANKFURTER BUCHMESSE'.

FBM24 is
Reading!

Read. Reflect. Relate.
Vom 16. bis 20. Oktober.

What is new at Frankfurter Buchmesse this year?

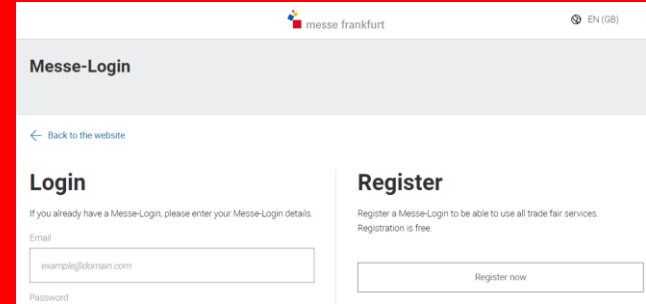
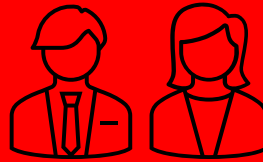
- Hall 1.2
- Frankfurt Connect

Login – new!

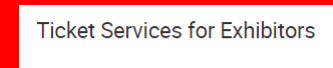


Digital Services:

- Exhibitors
- Company profile
- Products
- Events
- Team-Members
- Networking



Ordering services
at the fair



Exhibitor
Ticket Portal

Frankfurt Connect

NEW: Digital Presence | Frankfurter Buchmesse

The new Digital Presence (Start: July 2024)

- BASIC
- ECO
- PRO
- PLUS

[Support-connect@buchmesse.de](mailto:support-connect@buchmesse.de)

03 Registration Digital Presence

The Exhibitor Directory and the Calendar of Events will be further developed for 2024 and expanded to include numerous digital services. Choose your Digital Presence package in **Prices & Products 2024**.

Service	<input type="radio"/> Plus 950 €	<input type="radio"/> Pro 600 €	<input type="radio"/> Eco 400 €	<input type="radio"/> Basic
Company Profile	✓	✓	✓	
Events/Sessions	✓	✓	✓	
Word of Mouth	✓	✓	✓	
Entry for team members	✓	✓	✓	
Number of admins	unlimited	15	10	
Access to views and usage	✓	✓	✓	
Product/Programme presentation	unlimited	25	10	
Badge Scan	✓	✓		
Video calls	✓	✓		
Upload for marketing materials	unlimited	15		x
Premium Profile	✓		x	x
Top of the list	✓		x	x
Logo in online hall plan	✓	x	x	x
Banner (Web & App)		x	x	x
Pop-up profile banner		x		x

Contact person: admin for your company profile (deputies can be named later)

|| We are not making a decision today and would like to know more about the Digital Presence in spring of 2024.

Contact person Digital Presence: First name Surname E-mail



Exhibitor Ticket Portal

Access via Ticket Manager

1

04 Exhibitor Passes and other entrance tickets

With the opening of the ticket portals in early summer 2024, the person named here will be able to order and manage Exhibitor Passes and other tickets as well as appoint a substitute as ticket manager.

Contact person Ticket Manager

First name

Surname

E-mail

Enter your e-mail address on the registration form

2

Messe-Login

[← Back to the website](#)

Login

If you already have a Messe-Login, please enter your Messe-Login details.

Email

example@domain.com

Password

Create your login as ticket manager

Register

Register a Messe-Login to be able to use all trade fair services. Registration is free.

Register now

3

FRANKFURTER
BUCHMESSE

Zentrum Wort - Fr...
Hall 4.1, F21

[← back to ticket management](#)

Name representative

The following users are currently assigned tickets for this stand:

 NAME REPRESENTATIVE

Add deputies for the Exhibitor Ticket Portal

Exhibitor Passes

1

Create a new ticket.

Title

Title

First name

Last name

Zentrum Wort - Frankfurter B

Germany

E-mail address of ticket holder

Please select if you wish to have your ticket sent per e-mail. It will be sent to the e-mail address of the ticket holder.

Create Exhibitor Passes for your team and e-mail as a PDF

TICKET PREVIEW + NEXT

2

FRANKFURTER BUCHMESSE

Zentrum Wort - Fr...
Hall 4.1, F21

16 - 20.10.24
Frankfurt am Main

Overview Exhibitor Passes Trade Visitor Tickets Private Visitor Tickets Set-up and dismantling pas...

Exhibitor Passes ⓘ
(14.10. until 21.10.2024)
You have issued 17 exhibitor pass(es).

ISSUE EXHIBITOR PASSES

SEARCH

Name	Company	Ticket no.	Creation type	Type	Created	E-Mail	Used	Status	Download
Ms Mare Hutter	Waterproduktion v.02	17055 9428 0384		Exhibitor Pass € 89.00	06/27/2024 04:28 PM			✓	Download
Ms Corina Vörlag	Frankfurter Buchmesse Gm...	17055 9428 9955		Exhibitor Pass € 89.00	06/24/2024 04:02 PM	meisig@buchmesse.de		✓	Download
Ms Sabina Schütz						community...		✓	Download

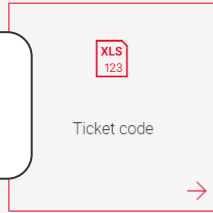
View, download and manage passes already generated

Ticket codes for trade visitors

1

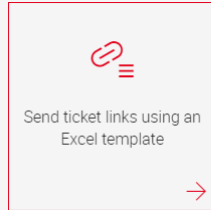
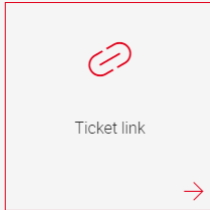
How would you like to invite your customers or guests?

Would you like to send the ticket code yourself?



Send ticket links to your customers

Would you like us to take care of it for you?



2

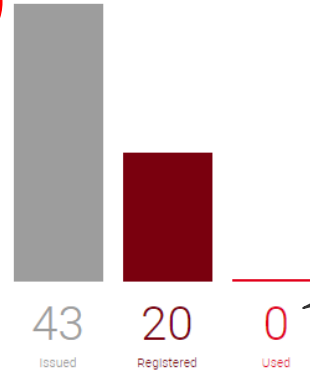
Redeem ticket code or voucher

Please enter your ticket code or voucher code here. ⓘ



Recipients convert the code into a ticket

3



Passes overview in the Exhibitor Ticket Portal

Visa

Visa

If you require a visa for the fair

- Make sure you submit your visa application **early (as early as 3 months before travelling)**.
- Please note that, as a rule, **you no longer require an official invitation letter**.

German missions abroad: [Federal Foreign Office](#)

[Overview of visa requirements](#)

Agenda

1: Preparations during summer 2024

→ 2: Stand equipment & planning

- Our team on-site
- Stand equipment
- Service Contractors
- Set-up, access and parking, dismantling
- Delivery, Early Access
- Traffic regulation

3: Tips for the book fair week

How to #fbm24

Our team on-site



We are at your service, during set-up and throughout the fair:

Info Counter Hall 4.C

(mezzanine level between 4.0 and 4.1)

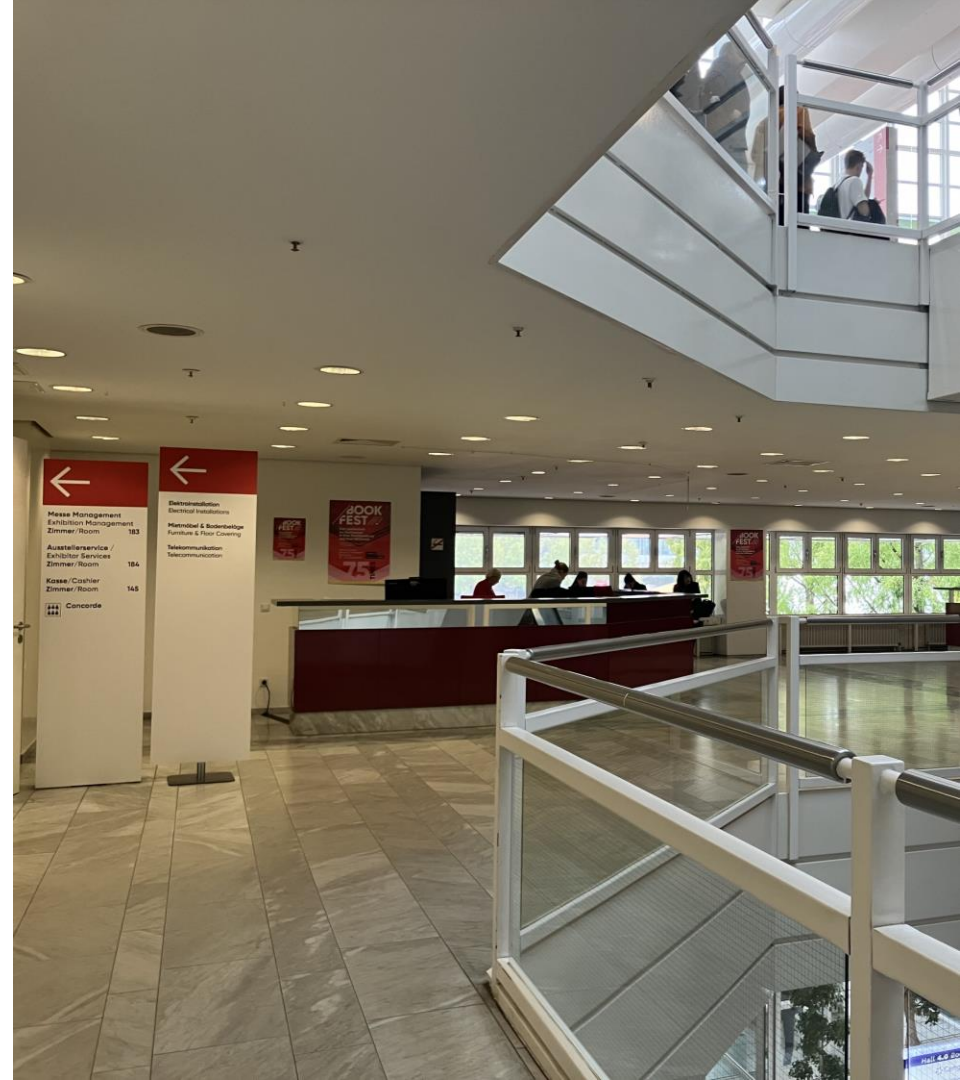
Telephone Hotline

+49 (0) 69 7575 41000

Thursday 10th – Sunday 13th: 9 am to 5 pm

Monday, 14th – Wednesday 16th: 8 am to 7 pm

Thursday 17th – Sunday, 20th: 8 am to 6 pm



Stand equipment

[Furniture and stand equipment for your System Stand | Frankfurter Buchmesse](#)

- Furniture and light packages for CLASSIC
- individual products for GLOW, SMART, GALLERY



System Stand CLASSIC

System Stand GLOW

System Stand SMART

System Stand GALLERY

Furniture and light packages

We have compiled the most frequently booked additional equipment for your System Stand CLASSIC in packages. The packages are tailored to the different stand sizes. You can book and combine multiple packages. Elements that can be booked individually are listed further below. For all information and details please refer to our [Prices & Products 2024](#).



Product image spotlight, chair "Verona", table "Venus", wastepaper basket

Service Contractors

Service Contractors



[Exhibit](#)

[Visit](#)

[Highlights & Special Topics](#)

[Rights & Licences](#)

[Fellowship & grant programmes](#)

[News](#)

[About us](#)

[Press](#)

[← Information for Exhibitors](#)

Service Contractors for your Stand

Catering, media equipment or forwarding agents - exhibitors need professional services. Here you will find the contact information for all our service partners. Ordering, processing and payment is done directly with the respective contractual partner.

Information on our website:

[Service contractors for your stand at Frankfurter Buchmesse | Frankfurter Buchmesse](#)

- Catering
- Fire extinguishers
- Graphic requirements
- Media equipment
- Parking space
- Logistics

Service Contractors / Shop for Exhibitor Services

Most of the services can be ordered via the **Shop for Exhibitor Services**, run by Messe Frankfurt.

Info on registration: [How to Shop](#)

Customer Service by Messe Frankfurt (Mon - Fri 9 a.m. – 5 p.m.)

Phone.: +49 (0)69 7575 2999

E-Mail: serviceshop@messefrankfurt.com



+ Add to your registered stands

Here you add more stands to your selection for which you want to place orders.

Enter stand code
Stand codes are issued for stands already registered in the shop. They authorise ordering on account of the company assigned to the stand.

Register a stand for your company
Register here the stand for which you want to order in the shop on account of your company.

CONTINUE

Set-up, access and parking, dismantling

Set up days / Access / Dismantling

Set up days

- Monday 14 Oct - Tuesday 15 Oct, from 7 a.m. to 10 p.m.
- Anyone entrusted with stand construction must carry either a set-up and dismantling or an exhibitor pass.

Access

- Advance online check-in possible
- [Traffic regulation at the exhibition site](#)

Dismantling

- Sunday 20 Oct, from 5.30 p.m. onwards
- Assembly point for dismantling vehicles: Rebstock parking site

Stand delivery / Storage

Stand delivery of exhibition goods

(as of Mon 14 Oct; presence of staff at stand required)

exhibitor name / hall / stand number
Frankfurter Buchmesse, Messegelände
Ludwig-Erhard-Anlage 1
D - 60327 Frankfurt



Please note the information on our [Forwarding Agent / Customs Clearance](#)

Storage

- Limited storage permitted on the stand (daily requirement only)
- Cargo Centre Messe Frankfurt

Custom-built stand – Early Access

Early access may be requested for **Custom-built stands > 40sqm** (subject to a fee).

- Deadline: 1 August (same deadline as for stand build plans), custombuiltstand@buchmesse.de
- More info on [Everything for your trade fair preparation](#)

Set-up and dismantling

Set-up times

Set-up and dismantling passes

Vehicle access during set-up

Early access for exhibitors with Custom-built Stands

Traffic regulation during the fair

Parking spaces

- Need to be booked in advance via **Shop for Exhibitor Services**, Messe Frankfurt

Logistics and traffic

Delivery and Interim Vehicle Access

Parking

Traffic during set-up and dismantling

Traffic on the exhibition site

Interim Vehicle Access (e.g. caterers)

- possible Wed - Sun (Sun only until 2 pm), 2-hour slot against cash deposit; access via Tor Süd or Tor North

Detailed information: [Traffic-regulation-exhibition \(Messe Frankfurt\)](#)

Further reading: [Everything for your trade fair preparation](#)

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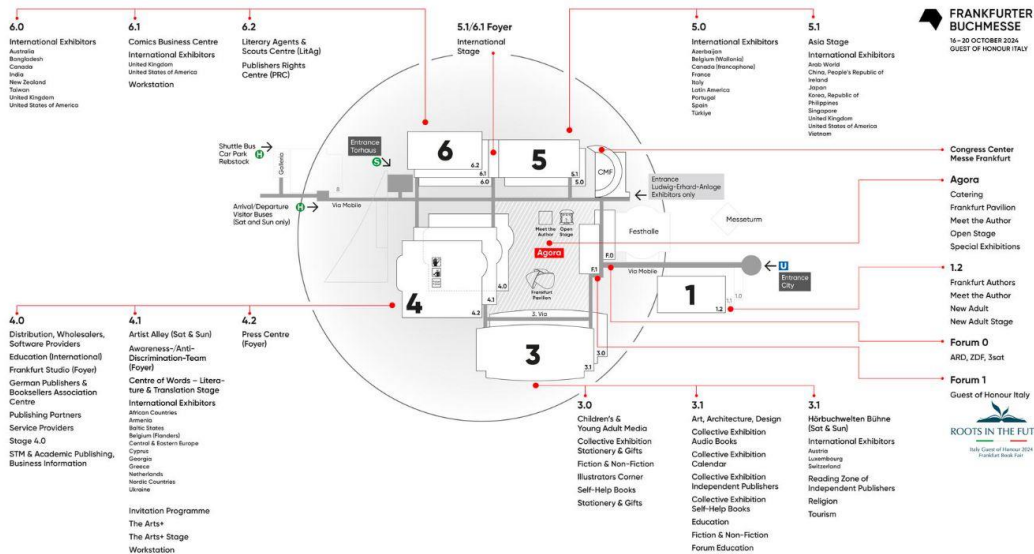
- Hall plan
- Frankfurt Connect App
- Practical hints

Hall Plan

- Exhibit
- Visit
- Highlights & Special Topics
- Rights & Licences
- Fellowship & grant programmes
- News
- About us
- Press

Visit

The hall plan



Familiarise yourself with
the Frankfurter Buchmesse
Hall Plan

Tips for the book fair week

Allow for plenty of time between appointments...

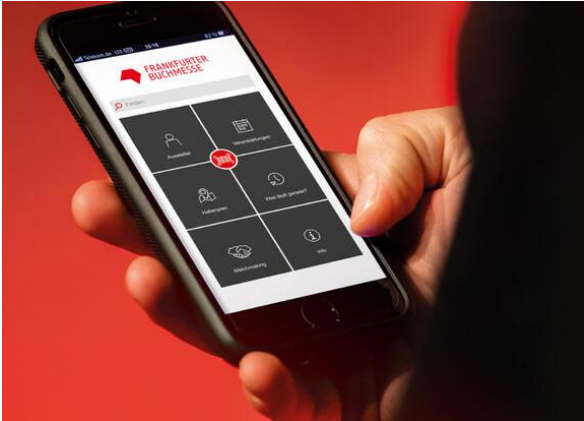
Opening hours

- The fair is open daily from 9 a.m. - 6.30 p.m.
- Access at 8 a.m. with an exhibitor pass only
- On Sunday the fair closes at 5.30 p.m.

Friday, 2 p.m.

- The fair opens to the general public.
- Sales to the general public now permitted.

Frankfurt Connect App



Frankfurt Connect will be available as an App

Tips for the book fair week

- Wear comfortable shoes
- Stay hydrated
- Keep an energy bar and some cough drops at hand
- Reserve some slots to explore the professional programme
- And keep some time to catch up with colleagues and friends!

Further reading:

[NEW: Digital Presence | Frankfurter Buchmesse](#)

[Everything for your trade fair preparation | Frankfurter Buchmesse](#)

[Book Fair Year | Frankfurter Buchmesse](#)

[Service contractors for your stand at Frankfurter Buchmesse | Frankfurter Buchmesse](#)

For further questions:

E-mail: exhibition@buchmesse.de

Frankfurt Connect: support-connect@buchmesse.de

Phone (before the fair): +49 (0) 69 2102 0

Phone (during set-up and the fair): +49 (0) 69 7575 41000

Thanks for joining us today -
we look forward to seeing you in October!





FRANKFURTER BUCHMESSE

Frankfurter Buchmesse, Braubachstr. 16, 60311 Frankfurt am Main