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An Insider's Guide to **FRANKFURTER BUCHMESSE**





An Insider's Guide to Frankfurt Book Fair

If there's one occasion which brings all the who's who of the publishing industry at one place, it's the Frankfurt Book Fair, or as the Germans call it – Frankfurter Buchmesse.

Every year in October, the German city of Frankfurt witnesses the largest gathering of academics and publishers from around the world.

Known as the largest trade show in the world for books, with a 500-year-old history, the Frankfurt Book Fair, will be home to all the important people of the publishing industry for 5 days in the month of October. The fair is attended by the likes of publishers, booksellers, librarians, academics, institutions, authors, technology companies, trade associations and many more.

This year, the Frankfurter Buchmesse takes place from the 16th to 20th of Oct.

The event takes place on a sprawling four million square foot space, and attracts over 280,000 visitors each year, with over 7000 exhibitors from 100+ countries and over 10,000 journalists. Last year, over 285,000 visitors attended the fair!

The objective of the fair is the negotiation of rights for translations, international publishing rights, signing off international deals, and for publishing houses to show their work.

What to expect at Frankfurter Buchmesse 2019?

- An opportunity to meet new and best-selling authors.
- Learn about new content, trends and developments in the publishing industry.
- The book trade features audio books, children's books, comics, books in translation, books on international culture and politics, and more.
- Attend Frankfurt Audio Summit and visit Frankfurt Audio Area with dedicated exhibition and events to explore trends around audio content.
- There will be a Cosplay for fans of manga and anime, with international Cosplay Stars in attendance, and Cosplay workshops.
- Visit the Gourmet Gallery to uncover new culinary discoveries, from health cuisine to wine and spices.
- Attend seminars and exhibitions that reveal new innovations in the fields of education, film, science, technology, games, STEM, academic publishing which contributes to the publishing industry.
- Attend the Weltempfang for an open exchange of ideas and political dialogue. This year's focal point will be 'Our Influence on The Planet'.
- Visit A LAB where visitors can participate in hands-on learning workshops on digital skills such as coding games, building robot bugs etc.
- For the first time, exhibitors at the Frankfurter Buchmesse will be able to sell books on both Saturday and Sunday of the fair, so make the most of this opportunity! (in the past, sales were allowed only on the last day of the fair).
- Do not miss the Frankfurt Antiquarian Book Fair where you can find attractive rare books, graphic arts, book art etc.
- There will be various best-seller readings, poetry slams, taste tests and panel discussions which you can attend for either free or with a ticket.



Tips for First Time Visitors to Frankfurt

Define Your Purpose for Visiting the Fair

Having a defined objective will help you plan your trip accordingly to make the most out of this trade fair.

What is it that you wish to take away from this event?

Do you want to build new contacts and look for business propositions?

Learn more about international rights and licenses?

Learn about new technology in the publishing world?

Or are you a book enthusiast who just wants to experience the energy at this event?

Event Days

The first three days are restricted to professional visitors; the general public can attend the trade show over the weekend.

Tickets

The tickets are priced at 22 euros for private visitors and 53 euros for trade visitors.

Students have a Campus Weekend option, where they have to pay only 19 euros on trade visitor days, and 15 euros on Saturday and Sunday.

The passes can also be used as tickets for travelling on the local public transport.

Time Management

With over 7000 exhibitors and over 4,000 events, you really will have to prioritize the events you want to attend.

Have a careful look at the floor map, so that you know the quickest route to reach your destination faster. The event takes place at the Frankfurter Messe, which is a huge space, so a little planning in advance will help you get to your meetings and events on time.

Try not to make back-to-back appointments in different buildings as it will take time to go from one place to another, plus you have to jostle among the crowd.

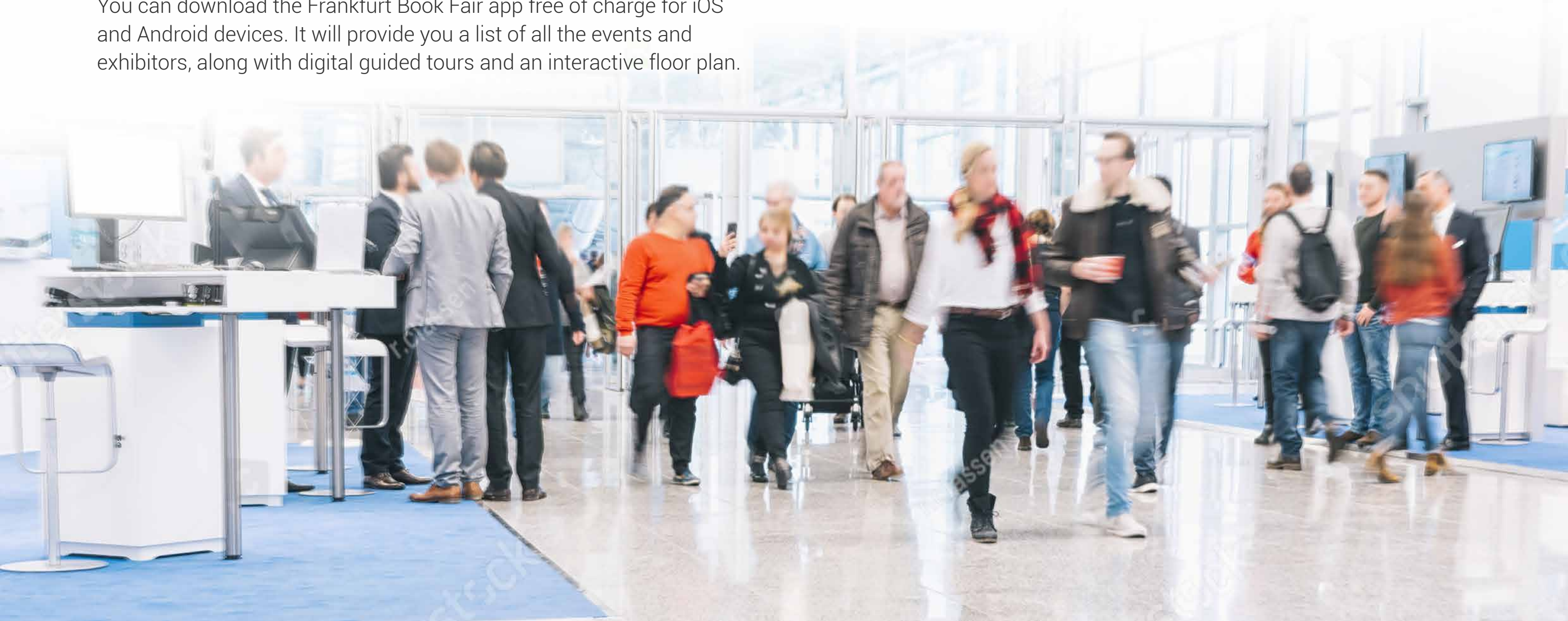
You can download the Frankfurt Book Fair app free of charge for iOS and Android devices. It will provide you a list of all the events and exhibitors, along with digital guided tours and an interactive floor plan.

Accommodation

Book a hotel well in advance as there's a very high probability of not getting rooms as the fair dates approach nearer. With tens of thousands of visitors arriving at around the same time, most of the hotels in and around Frankfurt will be booked. Also, the hotel rates may go skyrocketing around the fair dates. You can stay in nearby cities where you can find comparatively cheaper accommodation.

Keep Your Contact Information Handy

Keep your business cards and corporate information material handy. You will come across global publishers and agents among many other important people whom you might want to connect with after the event. So always have your business cards with you.



Book Meetings and Appointments in Advance

Do not rely on chance meetings. Secure and schedule meetings in advance. If you are thinking of going to the event first and then try to set up meetings, there's a fair chance you may not get any. People prepare for this event for months in advance and would have already booked time slots for meetings and events.

You can go through the exhibitor directory on Frankfurter Buchmesse's website and select and reach out to contacts whom you wish to meet at the event.

You can check out the Events Calendar on the official website of FBM for the latest update on events and timings.

Additional Information

There are some panel discussions and workshops that are free to attend, while some of them are ticketed.

Watch what you buy. Keep in mind the airline's baggage limits. Carrying a lot of books back home might not be viable, so buy digital copies instead.

Lastly, wear comfy shoes. It's a huge space, and you most probably will have to walk a lot to reach various stands and exhibitions. So, it's advisable to wear comfortable footwear to avoid sore foot at the end of the day.



Guest of Honour

Every year, the Frankfurter Buchmesse hosts a country as the Guest of Honor. This year, Norway will be the Guest of Honour at FBM. The slogan for the Norwegian program is "The Dream We Carry," which is based on a poem of Olav H. Hauge. The guest country presents its literature and culture to the world at the fair. Which means, you will have an opportunity to experience Norway's rich culture and literature for full five days!

Frankfurter Buchmesse President and CEO Juergen Boos said, "This year, we will get to know Norway's vibrant literary scene, which I personally am looking forward to very much."

More than 75 Norwegian authors are expected to be in Frankfurt during the fair. The topics will range from Norwegian golden age, the country's literary system, new voices, mixed market economy and storytelling in times of change.

The guest country usually showcases their literature, art, culture, music and stories throughout Germany for the whole year, and which finally culminates at the Frankfurt Book Fair in October. You can meet with Norwegian authors and artists and view their work up close.

The guest country programme comes to an end on the last day of the fair at the Guest of Honor pavilion with the traditional Handover Ceremony, where the acting Guest of Honor takes its leave and hands over the role to the future Guest of Honor by passing on the GuestScroll. The GuestScroll is designed every year and is enriched with a new literary quote by the current Guest of Honor.



Awards at Frankfurter Buchmesse

An award ceremony for the Frankfurter Buchmesse Film Awards will be held on 19th October 2019, in the Frankfurt Pavilion on the exhibition grounds. The Frankfurter Buchmesse Film Awards are presented for the categories "Best International Literary Adaptation" and "Best International Adaptation for Children or Young Adults". The international peace prize 'The Peace Prize of the German Book Trade', 'Bookseller/Diagram Prize for Oddest Title of the Year', children's literature award- the ' Astrid Lindgren Memorial Award' are also given out at the fair. The event will also present the Global EdTech Start-up Award for the second time to identify and recognize the world's most promising EdTech start-ups for 2019.

So, if you're planning to visit the Frankfurter Buchmesse this year, get ready for five days filled with exciting meetings and events.

The attention of the international media will be on this event- with a number of emerging and leading artists, publishers, tech companies, start-ups, universities and research institutions in attendance at the FBM. Use this opportunity to meet new people, expand your network, explore new inventions, discuss ideas, know more about publishing rights and licenses and listen to experts speak about their vision, and of course, visit the numerous stalls and exhibitions.

The sheer number of books in evidence is almost overwhelming to anyone who attends the fair. So, if nothing else, just network and marvel at the world of books. Whether you are in for a trade opportunity or to just enjoy the fair, there's something here for everyone. From meeting industry insiders and making connections with people from around the world, you will be taking an amazing experience with you from Frankfurter Buchmesse.



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