

All together now

14 – 18 October 2020
**FRANKFURTER
 BUCHMESSE**
 Guest of Honour Canada

Frankfurt Digital Manual

Your checklist for a successful digital presentation

This year you can take advantage of a wide range of free* digital offerings at the world's largest book and media fair:

- / for your audience
- / for visibility and reach
- / for strategy and new business opportunities

* available this year thanks to support from Germany's Cultural Minister as part of the stimulus programme NEUSTART KULTUR.

1 Digital exhibitors will be visible in the Exhibitor Directory (starting from August onwards)

What do I need to do?

- ✓ From late August onwards, the registration form can be downloaded from buchmesse.de/en.
- ✓ Sign in to your or create a new My Book Fair account (for free).**
- ✓ Enter your digital business profile.
- ✓ NEW: Use the expanded possibilities to present yourself with a longer text, links, photos, social media buttons and more – all free of charge – for a stronger fair profile.

** A My Book Fair account is linked to a unique e-mail address.

2 Enter your events – digital or physical – and make them visible to a wide audience in the Calendar of Events (starting from September)

What do I need to do?

- ✓ Log in to My Book Fair and go to the Calendar of Events (Exhibitors > Enter/Change event).
- ✓ Enter the event details.
- ✓ Set active links to your own sites, YouTube etc.
- ✓ Add photos and videos to illustrate the event.
- ✓ In addition, you can use paid advertising options, e.g. Top of the List or Skyscraper at buchmesse.de/en/market/advertising-promotion.

3 Reserve rotating presentation tiles and appear in our B2B and B2C Highlights (starting from September)

What do I need to do?

- ✓ Log in to My Book Fair and go to Exhibitors > Presentation Tiles.
- ✓ Provide text, photo and link. You can use this space to advertise a special event, your authors, certain titles or other communication highlights from your business.
- ✓ After an internal check, your tile will be activated and published. A wide range of search functions will enhance visibility.

4 Take part in matchmaking, find new business contacts and interact with them directly (starting from September)

What do I need to do?

- ✓ Log in to My Book Fair.
- ✓ Activate Matchmaking and set up your (search) profile.
- ✓ Activate the matchmaking tool, either via the Buchmesse app, or from your desktop device.
- ✓ Discover new matchmaking functions and features.
- ✓ Receive suggested contacts and actively search for new contacts.
- ✓ Meet new business contacts.

5 Participate in digital rights sales, present and discover highlighted international titles (starting from September)

What do I need to do?

- ✓ Log in to My Book Fair.
- ✓ Go to Frankfurt Rights.
- ✓ To sell rights: enter your business profile, upload your catalogue of rights, titles and preview materials.***
- ✓ To buy rights: search the platform by titles and publishers, find inspiration and request preview materials.
- ✓ Contact rights owners or be contacted yourself.
- ✓ Inform your authors about international market access.

*** The Frankfurt Rights Account is connected to a single person. Digital Exhibitors must designate one administrator for access to this platform.

6 Use all the options the digital fair has on offer to make your participation a success

What do I need to do?

- ✓ Make sure to know and make use of all digital offerings.
- ✓ Spread the word amongst colleagues how easy it is to take part at Frankfurter Buchmesse as a digital trade visitor.
- ✓ Explore additional advertising and sponsoring options via buchmesse.de/en/market/advertising-promotion.
- ✓ Make sure to utilise your own social media channels to enhance your profile by using the official hashtag #fbm20.

Follow us: #fbm20

More information: buchmesse.de