

6-10 October 2010

FRANKFURTER BUCHMESSE

GUEST OF HONOUR >ARGENTINA<



Forum Innovation

From 6 to 9 October 2010, the Frankfurt Book Fair will present the Forum Innovation for trade visitors for the seventh time. Under the heading »Publishing Solutions«, service providers are given the opportunity to present their publishing management solutions to a qualified professional public. The Forum Innovation is in Hall 4.2 which puts it in a central position right in the middle of the Fair.

The Forum's topics will include:

- | Cross media publishing
- | E-books, E-reader
- | Smartphone applications
- | Content – Workflow
- | Formats (XML, PDF, Flash)
- | Content management
- | Media asset management (e.g. databases for picture and promotion resources)
- | Data management
- | Prepress services (processing, structuring, etc.)
- | E-publishing and content marketing
- | Specialist information databases
- | E-commerce, web-marketing
- | Specialised portals
- | Virtual libraries
- | Search engines
- | Web 2.0 (communities, social software, blogs etc.)
- | Sale of e-products
- | New business models in publishing
- | Others

We can offer you

OPTION 1 (SILVER PACKAGE)

- | Provision of a professional events zone
- | 30-minute slot for your talk
- | Technical equipment and servicing
- | Back-up from specialist staff in the Forum
- | Presentation of your products in the Forum during the event
- | Publicity for the event in the Forum
- | Inclusion in the Forum's programme booklet as well as in the Online-Calendar of Events

Price for exhibitors: € 590.-*
Price for non-exhibitors € 1,190.-*

OPTION 2 (GOLD PACKAGE)

- | All items included in Silver Package

PLUS:

- | 1/1 page ad 4-colour in the Forum programme leaflet
- | Banner on the website www.book-fair.com/forums (August to October 2010, 234 x 60 pixels, flash animation available)

Price for exhibitors: € 1,050.-*
Price for non-exhibitors € 2,150.-*

OPTION 3 (PLATINUM PACKAGE)

- | All items included in Gold Package

PLUS:

- | Individually agreed duration of talk or event

Prices for exhibitors and non-exhibitors on request

ADDITIONAL OFFER

As well as all these packages, a display element in the Digital Market Place can also be booked for the duration of the Frankfurt Book Fair (6 to 10 October 2010). The Digital Market Place is a collective stand offering fully equipped exhibition units for electronic publication publishers and companies, software and multimedia businesses, online services, suppliers of CD and DVD products and consultancies – at a reasonable price and in a very appealing setting.

You can also book a presence in the »weiss'raum«.

More information and prices on: www.book-fair.com/weissraum/

Contact and Information

If you have any questions about the programme or would like to book the Platinum Package (longer event), please contact:

Heinold, Spiller und Partner
Unternehmensberatung GmbH
Ehrhardt F. Heinold

Phone: +49 (0) 40 398662-0

E-mail: ehrhardt.heinold@hspartner.de

* The quoted prices are binding and subject to Value Added Tax at the applicable official rate.

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GUEST OF HONOUR >ARGENTINA<

Address:

Frankfurt Book Fair,
Dr Martin Uhlendorf
Fax: +49 (0) 69 2102-46144

FORUM INNOVATION

We would like to book the following option:

- OPTION 1** (Silver Package)
- OPTION 2** (Gold Package)
- OPTION 3** (Platinum Package)

The subject of our event / talk is:

Our preferred date for the event / talk:

_____ . 10. 2010 or _____ . 10. 2010 or _____ . 10. 2010 or _____ . 10. 2010 or _____ . 10. 2010

Our presentation is in the following subject area (please only tick subject box):

- | | |
|--|--|
| <input type="checkbox"/> Cross media publishing | <input type="checkbox"/> Specialist information databases |
| <input type="checkbox"/> E-books, E-reader | <input type="checkbox"/> E-commerce, web-marketing |
| <input type="checkbox"/> Smartphone applications | <input type="checkbox"/> Specialised portals |
| <input type="checkbox"/> Content - Workflow | <input type="checkbox"/> Virtual libraries |
| <input type="checkbox"/> Formats (XML, PDF, Flash) | <input type="checkbox"/> Search engines |
| <input type="checkbox"/> Content management | <input type="checkbox"/> Web 2.0 (communities, social software, blogs, etc.) |
| <input type="checkbox"/> Media asset management (e.g. databases for picture and promotion resources) | <input type="checkbox"/> Sale of e-products |
| <input type="checkbox"/> Data management (processing, structuring, etc.) | <input type="checkbox"/> New business models in publishing |
| <input type="checkbox"/> Prepress services | <input type="checkbox"/> Others |
| <input type="checkbox"/> E-publishing and content marketing | |
-
- We would like to find out about **sponsoring options**.
 - We are interested in **booking a fully furnished stand on the DIGITAL MARKET PLACE**.
Please send us information.
 - We are interested in a presence in the **»weiss'raum«**.
Please send us information.
 - We do not wish to exhibit or hold an event this year, but want to attend as **trade visitors**.
Please send us your information for trade visitors.

SENDER

- We are exhibitors at the Frankfurt Book Fair.
- We are **NOT** exhibitors at the Frankfurt Book Fair.

COMPANY ADDRESS

PHONE

CUSTOMER NUMBER

FAX

CONTACT PERSON

E-MAIL

If you notify cancellation of your booked event before 23 August 2010, there will be a cancellation fee of 10 per cent. If you withdraw your event after 23 August 2010, we will have to charge you for the full cost of your booking.

DATE

SIGNATURE

COMPANY STAMP

FORUM INNOVATION