

## Leipzig liest – INFORMATION ON HOLDING EVENTS

Leipzig Book Fair and Manga-Comic-Con offer more than just stand presentations:

All exhibitors have the opportunity to present their authors, books and programs in addition to their stand presentation. An event at Leipzig liest offers the perfect opportunity for this. When planning your event, please take note of the information given here, as well as the Leipzig liest conditions of participation.

### 1. WHY IS A LEIPZIG LIEST EVENT THE PERFECT ADDITION?

**VISIBILITY:** attention for your authors, books or company

**INTERACTION:** direct contact and interaction with your target group (readers, trade visitors, the general public)

**DISCOURSE:** your books and topics are discussed during the event.

**NEW TARGET GROUPS:** in addition to your target groups, events at our fair forums also reach walk-in visitors who are specifically looking for inspiration, new stories and content

**ATMOSPHERE:** a wide variety of locations in the city of Leipzig influence the events with their individual and special character

**EXPENSES AND COST SAVINGS:** event organization through our service promise

**SALES:** possibility of book sales and signings

#### YOUR EVENT:

You have various options for organizing your event slots. Whether a reading, panel discussion, interactive discussion with the guests, workshop, event for special target groups, musical performance, book signing or lecture. The variety makes our program special.

We also do not set any limits to the content of your event. When registering for an event, you have many options for categorizing your event submissions thematically and for selecting your preferred content. This ensures that they can be filtered and found in the digital program.

Responsibility for the event has the main event organizer as stated in our Special Conditions of Participation Leipzig Book Fair 2025 and Conditions of Participation Leipzig liest 2025 (2.8 Responsibilities Special Conditions of Participation Leipzig liest).

#### OUR SERVICE PROMISE:

- Arranging event slots
- Organization, construction, equipment and support of forums on the exhibition grounds
- Selection, arrangement, coordination, technical equipment of venues in and around Leipzig
- Program publications, advertising, PR, media cooperation

### 2. TIMELINE

From Oct 1 to Nov 29, 2024	Event submissions
From Oct 1 to Jan 15, 2025	Self-organized event submissions
From Jan, 2025	Confirmation of organized events (incl. time and location) via e-mail and dashboard
On Feb 27, 2025	Publication of the digital program
From Mar 27 to Mar 30, 2025	Leipzig Book Fair and Manga-Comic-Con 2025

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### 3. WHAT DOES THE PARTICIPATION COST?

Your trade fair rent covers part of the organization and location costs. We charge the Leipzig-liest fee to fund the publication of the digital program.

**45 EUR**

- Main exhibitors
- Digital events
- Self-organized events

**99 EUR**

- Co-exhibitor

**IMPORTANT:** The fees are charged for each event entry published in our digital program. Please also note other costs for which you are responsible in connection with your event, e.g. entrance tickets and any honoraria, travel and overnight expenses for program participants (see § 2.8 “Responsibilities” Special Conditions of Participation Leipzig liest).

### 4. HOW MANY EVENTS CAN I REGISTER?

The realization of event submissions is tied to available space, which is why each submission must be evaluated individually, based on the topicality of the title and its relevance to current communication topics at Leipzig Book Fair, as well as the size of the stand you have rented (exhibition space key).

#### EXHIBITION SPACE KEY:

Exhibition space	Number of events
Small stand (4 sqm)	1
Small stand (6 sqm)	2
to 10 sqm	3
to 19 sqm	5
from 20 sqm	+ 2
<i>The number of events is increased by 2 for each additional 20 m<sup>2</sup> of exhibition space</i>	
Co-exhibitor	0 or agreement with main exhibitor

The exhibition space key does not include events at your own stand, in the CCL, in UVERSE as well as signing sessions and digital events.

### 5. EVENT LOCATIONS

#### 5.1 FORUMS

##### Exhibition hall 1

- Schwarzes Sofa
- Signing area MCC
- Workshop room
- Anime Kino

##### Exhibition hall 2

- Forum Literatur
- Forum Sachbuch
- Forum Sachbuch + Wissenschaft
- Trendforum Bildung
- Musik-Café
- UVERSE

##### Exhibition hall 3

- Lesebude
- Lesetreff
- Phantastische Leseinsel 1
- Phantastische Leseinsel 2
- Romantasy
- Große Bühne

##### Exhibition hall 4

- Audio-Bühne
- Forum Literatur
- Forum New Adult
- Signing area LBM
- Forum Weltweit
- Café Europa
- Forum International + Übersetzungszentrum

##### Exhibition hall 5

- Leseinsel Junge Verlage
- Forum Literatur
- Forum Sachbuch
- Autor:innen bzw. Selfpublisher
- Fachforum + Literatur
- KI Forum

##### Others:

**Curated programs:** e.g. Forum Offene Gesellschaft, Forum Unterrichtspraxis, Medienforum, autoren@leipzig, #buchbar, Forum DIE UNABHÄNGIGEN, Fachtag Musikunterricht, mobile.schule

**Programs from partners and exhibitors:** Gastland Norwegen, ARD, ZDF, 3sat Lesebühne, MDR Kultur, Traduki, Österreich-Café, Schweiz

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### EVENT TIMES:

Events in our exhibition forums generally take place between 10.30 am and 6.00 pm. The event usually lasts 30 minutes (including changeover and conversion time).

For events in the forums of the book fair, you can use the signing and book sales table at the respective forum for half an hour after your event.

The organizer is responsible for book sales and signing sessions. Further information on book sales at the Leipzig Book Fair can be found here: [www.leipziger-buchmesse.de/en/exhibit/faq-for-exhibitors](http://www.leipziger-buchmesse.de/en/exhibit/faq-for-exhibitors)

### 5.2 SIGNING AREA

To ensure that escape and rescue routes are always available, please do not hold signing sessions at your own stand. You are welcome to use our signing areas for this purpose:

- In Hall 1 for signing sessions at the Manga-Comic-Con
- In Hall 4 for signing sessions at the Leipzig Book Fair

### 5.3 HOLDING EVENTS IN THE CITY

If you would like to hold events in the city, the team of Leipzig liest will help you to find a location. Please select in the event registration form that you wish to hold an event in the city and the Leipzig liest team will contact you if necessary. Events in the city usually take place starting from 6 pm.

### 5.4 CONGRESS CENTER LEIPZIG (CCL)

You have the option of booking rooms for your event at the Congress Center Leipzig (CCL). An overview of all bookable rooms and prices can be found here: [www.leipziger-buchmesse.de/raumvermietung](http://www.leipziger-buchmesse.de/raumvermietung).

Please let us know your room requests in the event registration via the field “Event location/form” (“CCL”) and the field “Desired location”.

If you have any questions, please get in touch with your contact person Ms. Maren Hein: [m.hein@leipziger-messe.de](mailto:m.hein@leipziger-messe.de).

## 6. OTHER SERVICES

### 6.1 ADVERTISING

Take advantage of our wide range of advertising media: from classic print media and digital banner advertising to an extensive range of advertising spaces on the Leipzig exhibition grounds.

#### Requesting advertising material online

You are welcome to use our free digital and printed advertising materials to promote your event(s):  
[www.leipziger-buchmesse.de/advertising](http://www.leipziger-buchmesse.de/advertising)

#### Advertising spaces on our website

If you are interested in placing an advertisement on our website [www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de), please contact: NEUREUTER FAIR MEDIA  
Judith Bettermann, Phone: +49 (0) 341 678 27781, [LBM@neureuter.de](mailto:LBM@neureuter.de)

#### Advertising spaces indoor and outdoor

Get targeted attention for your company and place your brand on highly frequented advertising spaces in the indoor and outdoor areas of the Leipzig exhibition grounds. Your contact partner: FAIRNET  
Peter Schippel, [peter.schippel@fairnet.de](mailto:peter.schippel@fairnet.de)



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### 6.2 EVENTS IN GERMAN SIGN LANGUAGE

During the trade fair, there will be mobile German sign language translators available for visitors. The translators assist visitors according to their individual interests to the desired events or when walking around the trade fair. Help ensure that as many people as possible have access to your events and have your event translated into German sign language. We will be happy to help you making contact with suitable translators. Please contact: [leipzig-liest@leipziger-buchmesse.de](mailto:leipzig-liest@leipziger-buchmesse.de) for this purpose.

### 6.3 STAYING IN LEIPZIG

Leipziger Messe can help you reserve hotel rooms for your authors and other participants in the program. You can find an overview of hotels: [www.leipziger-buchmesse.de/en/exhibit/book-hotel](http://www.leipziger-buchmesse.de/en/exhibit/book-hotel)  
Hotel reservations:  
Phone: +49 341 678-6860 (Monday to Friday: 9:00 a.m. to 5:00 p.m.)  
E-mail: [hotelreservation@leipziger-messe.de](mailto:hotelreservation@leipziger-messe.de)

## 7. HOW TO: EVENT SUBMISSIONS

Only exhibitors and partners of the Leipzig Book Fair and Manga-Comic-Con 2025 are authorized to hold events as part of Leipzig liest.

After successful exhibitor registration, you will receive access to the event registration via your exhibitor customer account.

#### **Event registration from co-exhibitors:**

If co-exhibitors have event requests, they are required to coordinate those with their main exhibitor. Co-exhibitors will receive the link to the event registration in consultation with the Leipzig liest team ([leipzig-liest@leipziger-messe.de](mailto:leipzig-liest@leipziger-messe.de)). Registration as a co-exhibitor via the main exhibitor is necessary. The registration deadline for co-exhibitors is also November 29, 2024.

#### **Event customer account:**

Please note that you will need a separate event customer account for event registration in addition to the exhibitor customer account in order to be able to access your events again at a later date. This requires another login (with the data from the previous year) or an additional registration.

#### **Dashboard**

You (personally) register for a separate event customer account via the event registration link. In this account you have an individual dashboard. Here you can go to:

- “My profile” to update your contact details
- “My submissions” to add new and edit existing event registrations and to view the status of your event submissions
- “My program items” to call up the confirmation of your events, including time and location (starting from mid-January)

#### **Changes and cancellations of events**

You can inform us of changes or updates to your events via your dashboard and via email.

The deadline for changes is 15 January 2025. If you would like to cancel an event, please send an email to [leipzig-liest@leipziger-messe.de](mailto:leipzig-liest@leipziger-messe.de). If you cancel before the program is published, we will not charge you for the events.