



**MANGA-COMIC-CON**

The convention at the Leipzig Book Fair | 21-24/03/24



**LEIPZIGER  
MESSE**

# EXHIBITING

at Manga-Comic-Con

## Don't Miss Out on Exhibiting

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### Planning and costing your stand

Dates, trade fair rentals, stand offers

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### Planning events as part of Leipzig liest reading festival

Participation and fees

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### Booking exhibition services

Stand equipment and other services



# INTRODUCTION



## Don't Miss Out on Exhibiting

Manga-Comic-Con (MCC) is an event in conjunction with Leipzig Book Fair. The range of exhibits extends from manga, comics and anime, fashion, cosplay and drawing accessories to computer and video games. Its close connection to Leipzig Book Fair provides a very special visitor profile that includes both the comic fan community and interested visitors from the Book Fair.

## Don't Miss Out on Exhibiting!

Don't Miss Out on Exhibiting! Please visit our website to find out more at [www.manga-comic-con.de/en/exhibit/become-an-exhibitor/your-advantages](http://www.manga-comic-con.de/en/exhibit/become-an-exhibitor/your-advantages).

In the enclosed brochure, we have compiled **all the key information** you need to plan your participation at the fair.

To **register as an exhibitor**, please use the online login on our website and observe our General and Special Conditions of Participation as well as the Technical Guidelines.  
[www.manga-comic-con.de/becomeanexhibitor](http://www.manga-comic-con.de/becomeanexhibitor)

You will be able to submit your **event requests** via your customer account as soon as you have been accepted to the fair.

We would love to welcome you to the fair here in Leipzig.

For any further questions regarding your trade fair planning, please contact our exhibitor hotline at [aussteller@manga-comic-con.de](mailto:aussteller@manga-comic-con.de) or call +49 341 678-6953.



# CONTENTS

3

<b>Planning your trade fair appearance</b>	<b>4</b>
<b>Customer Account</b>	<b>5</b>
<b>Exhibition areas and hall layouts</b>	<b>6</b>
<b>Dates</b>	<b>7</b>
<b>Price list for exhibition space</b>	<b>8</b>
<b>Price list for fees</b>	<b>9</b>
<b>Exhibition stand packages/Overview of stand packages</b>	<b>10</b>
Overview of stand types	12
Small stand classic S	13
Small stand classic M	14
Small stand classic S without partition	15
Small stand creative Pro S	16
Small stand creative Pro M	17
Complete stand "Standard"	18
New Artist Alley	19
<b>Self-build stand</b>	<b>20</b>
<b>Communication flat rate, exhibitor passes and co-exhibitors</b>	<b>21</b>
<b>Company profile</b>	<b>22</b>
<b>Leipzig liest</b>	<b>24</b>
<b>Reach your customers</b>	<b>26</b>
<b>Room rental</b>	<b>27</b>
<b>Booking exhibition services/available services</b>	<b>29</b>
<b>Guide for first-time exhibitors: Guidelines for successful trade fair planning</b>	<b>32</b>

Attachment: Special Conditions of Participation



# PLANNING YOUR TRADE FAIR APPEARANCE

There are many good reasons to exhibit at Manga-Comic-Con: We offer a variety of exhibiting and stand options for larger publishers or retailers as well as solutions particularly suited to smaller artists. A complete stand package or your own stand? We can show you how to make your products the centre of attention.

## Would you like your own stand in a particular area of the trade fair?

We offer exhibition stands starting from 4 m<sup>2</sup> in different variants:

- | Choose a favourably priced and practical complete stand with individual design options or bring your own stand to be constructed yourself. Read more from page 10.
- | If you **register early** before the early-bird deadline on **10.09.2023**, we will give you a **discount of around 10%** on your stand rental.
- | As far as possible, we are happy to take your requests for stand placement into consideration from an early stage. Depending on the requested exhibition area, there are certain stand depths/floor plans that must be observed.
- | Note: On the New Artist Alley are small 2 m<sup>2</sup> booths available.

## Do you need an overview of the costs?

Should you wish to book a larger stand, we will be happy to send you a suitable offer. For this, please contact us by mail at [aussteller@manga-comic-con.de](mailto:aussteller@manga-comic-con.de)

## Are you planning an event at the Leipzig liest reading festival?

Manga-Comic-Con can offer you much more than just an exhibition stand. All exhibitors have the opportunity to present their authors, books and programme in addition to their exhibition stands. A perfect option can be to organise an event at the Leipzig liest reading festival. You can find out more from page 24.



## Do you have any questions about your trade fair presentation?

In the exhibitor FAQ on our website, we provide answers to the most frequently asked questions.



# CUSTOMER ACCOUNT

## CUSTOMER ACCOUNT AND EXHIBITOR SERVICES SHOP

Each exhibitor at Leipziger Messe has their own customer account.

You can access your customer account via the following link: [www.leipziger-messe.com/customerlogin](http://www.leipziger-messe.com/customerlogin)

You will receive your individual user name along with your admission documents once you have registered as an exhibitor. You can then set your password from the website.

Have you exhibited before?

Your user name and your individually assigned password are still valid.

You can use your customer account to keep track of your registration and any services you have booked.

## HERE'S WHAT YOU CAN DO FROM YOUR CUSTOMER ACCOUNT:

- | Register as an exhibitor at the 2024 Manga-Comic-Con
- | Register co-exhibitors and any additionally represented companies at your stand
- | Edit your entry in the exhibitor directory
- | Register your events for the Leipzig liest reading festival
- | Access the Exhibitor Services Shop to order additional services

## THESE ARE SOME OF THE THINGS YOU CAN FIND IN THE EXHIBITOR SERVICES SHOP:

(Please also see page 7 „Important Dates“, page 21 „Communication flat rate, exhibitor passes and co-exhibitors“ and page 29 „Booking exhibition services/available services“)

- | Your free exhibitor passes to download and print@home
- | A link to the Exhibitor Ticket Shop to purchase additional paid exhibitor passes and invitations for your customers
- | Services for stand construction, event technology, gastronomy, security, logistics and IT that are provided by Leipziger Messe GmbH
- | Order forms for paid parking tickets for the duration of the trade fair
- | An overview of all relevant contacts

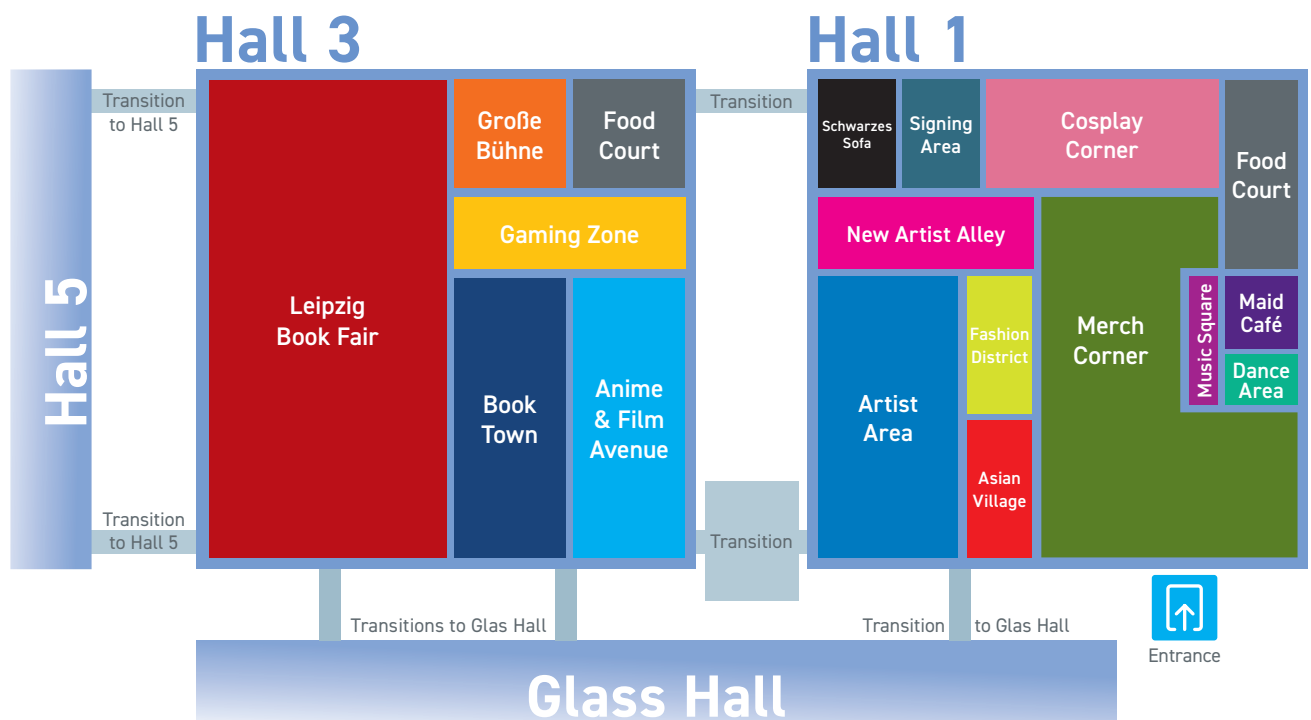


# EXHIBITION AREAS AND HALL LAYOUTS

In our **MCC Cosmos** in Hall 1 and half of Hall 3, visitors of Manga-Comic-Con will find a wide and diverse range of products and services covering all aspects of manga, anime, games and cosplay.

The themed and exhibition areas of the fair will be repositioned and renamed this year in order to structure and clarify and to offer our visitors the best possible experience. The individual exhibitors and their offers are to be shown to their best advantage and to emphasize the themes of the fair more clearly.

According to the **current planning status**, the following hall layout is planned:



Stands will be allocated to exhibitors according to the time of registration, the rooms and space available, the exhibitor's needs and the possible options. Depending on the number of registrations, we will plan the hall layout and structure the exhibition areas at our own discretion. We expect to be able to announce the stand numbers in January.



# OVERVIEW OF DATES

WHAT?		WHEN?
Registration as an exhibitor	Exhibition stand	from August 2023
Mailing of stand admission	Exhibition stand	After exhibitor registration processing
Start of hall layout planning and stand allocation	Exhibition stand	from September 2023
Exhibitor registration by the early-bird deadline	Exhibition stand	10 September 2023
Registration opens for event requests	Leipzig liest	2 October 2023
Registration deadline for exhibitors	Exhibition stand	30 October 2023
Media shop for exhibitors opens (booking for additional advertising opportunities, e.g. in the exhibitor directory or the app)	Exhibition stand	from November 2023
Registration deadline for event requests	Leipzig liest	30 November 2023
Exhibitor directory goes online	Exhibition stand	early December 2023
Ticket shop opens for visitors		from December 2023
Mailing of stand allocations (hall and stand numbers)	Exhibition stand	from January 2024
Exhibitor directory with stand numbers goes online	Exhibition stand	from January 2024
Shop for exhibitor services opens: orders can be placed for items such as parking permits, client invitations, stand construction services, technical services	Exhibition stand	from January 2024
Entry deadline for events with their own venue and editorial deadline	Leipzig liest	15 January 2024
Modification of stand construction / stand enlargements as far as possible	Exhibition stand	until 12 February 2024
Leipzig liest programme goes online	Leipzig liest	22 February 2024
Late surcharge for selected services in the shop for exhibitor services	Exhibition stand	for orders from 22 February 2024
Shop for exhibitor services closes	Exhibition stand	12 March 2024
<b>Manga-Comic-Con</b>		<b>21 to 24 March 2024</b>

Further dates (e.g. stand set-up and dismantling times) can be found on our website [www.manga-comic-con.de/en/exhibit/stand-planning/termine/](http://www.manga-comic-con.de/en/exhibit/stand-planning/termine/) (Exhibit / Stand Planning / Dates) and in our Special Conditions of Participation.



# PRICE LIST FOR EXHIBITION SPACE

In order to start planning Manga-Comic-Con with a secure registration status, the **registration deadline is 30 October 2023**. After this date, registration is only possible on request and at the discretion of Leipziger Messe, as well as at changed conditions.

Details of the stand equipment and service description of the individual stand construction variants as well as calculation examples can be found on the „Complete Stands“ sheets (from page 10 on).

## Complete stand (including stand construction and dismantling)

Stand variants	Stand size	Trade fair rent for registration until 10.09.2023 (Early bird)	Trade fair rent for registration from 11.09.2023
Small stand classic S	4 m <sup>2</sup>	EUR / m <sup>2</sup> 190.00	EUR / m <sup>2</sup> 211.00
Small stand classic M	6 m <sup>2</sup>	EUR / m <sup>2</sup> 202.00	EUR / m <sup>2</sup> 224.00
Small stand classic S without partition wall*	4 m <sup>2</sup>	EUR / m <sup>2</sup> 256.00	EUR / m <sup>2</sup> 285.00
Small stand creative Pro S	4 m <sup>2</sup>	EUR / m <sup>2</sup> 190.00	EUR / m <sup>2</sup> 211.00
Small stand creative Pro M	6 m <sup>2</sup>	EUR / m <sup>2</sup> 202.00	EUR / m <sup>2</sup> 224.00
Complete stand „Standard“	from 8 m <sup>2</sup>	EUR / m <sup>2</sup> 255.00	EUR / m <sup>2</sup> 283.00

\* See point 1.7. of the Special Conditions of Participation

Details of stand equipment and specifications of the individual stand versions can be found in the sheets „Complete Stands“. Leipziger Messe GmbH offers complete stand packages themselves under their own company. FAIRNET GmbH, a subsidiary, is responsible for their construction and installation. The General Terms and Conditions and Rental Conditions of FAIRNET GmbH also apply, which can be provided upon request.

## New Artist Alley (including stand construction and dismantling)

	Stand size	Trade fair rent
Participation in the New Artist Alley	2 m <sup>2</sup>	EUR 236.00

## Self-build stand

	Stand size	Trade fair rent for registration until 10.09.2023 (Early bird)	Trade fair rent for registration from 11.09.2023
Exhibition rent for self-build stand	from 4 m <sup>2</sup>	EUR / m <sup>2</sup> 224.00	EUR / m <sup>2</sup> 248.00

Non-continuous areas, for example areas separated by an aisle, are not added up, but charged for separately.  
All prices plus VAT





# PRICE LIST FOR FEES

9

More information on fees can be found in the Special Conditions of Participation or on the following page.  
The fees are usually invoiced together with the trade fair rental.

## Mandatory for all main- and co-exhibitors

### Communication flat rate

Fee for all stands of 2 m <sup>2</sup> (New Artist Alley)	EUR 42.00
Fee for main exhibitors with small stands (4 or 6 m <sup>2</sup> )	EUR 93.00
Fee for main exhibitors with stands of 8 m <sup>2</sup> and larger	EUR 203.00
Fee for co-exhibitors	included in the fee for co-exhibitors

## Mandatory for all main exhibitors

AUMA fee	EUR / m <sup>2</sup> 0,60
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## Mandatory when booking a type of complete stand

### Electrical connection (2 kW)

Fee for small stands (4 or 6 m <sup>2</sup> )	EUR 178.00
Fee for all other variants (from 8 m <sup>2</sup> )	EUR 233.00

## Other fees

co-exhibitors	EUR 240.00
other companies additionally represented	EUR 155.00
Leipzig liest fee 1 (per event, for main exhibitors according to area key)	EUR 45.00
Leipzig liest fee 2 (per event, for main exhibitors outside the area key and co-exhibitors)	EUR 99.00
Processing fee for changes of address after registration and changes of invoice	EUR 45.00
Processing fee for stand changes from 13 February 2024	EUR 60.00
Fee for extended stand construction or dismantling (flat rate per day and per stand)	Price on request
Surcharge for walkway obstruction (flat rate multiplied by the length of the stand adjacent to the walkway)	EUR 115.00
Late booking surcharge for registration from 31 October 2023 (with 6 m <sup>2</sup> or less) per stand	EUR 285.00
Late booking surcharge for registration from 31 October 2023 (with 8 m <sup>2</sup> or more) per stand	EUR 525.00
Contractual penalty per incident (see point 23 of the General and Special Conditions of Participation)	from EUR 500.00
Surcharge for two-level stands	50 % of the valid stand rental price per m <sup>2</sup>
Surcharge for co-exhibitor late bookings for registrations from 16 December 2023 (per co-exhibitor)	EUR 60.00
Fee for closing off the side of a stand along an aisle	for each meter or part there of EUR 100.00

## Cancellation and withdrawal fees and fee for stand reduction

(see section 1.10 in the General and Special Conditions of Participation)

### Cancellation fee *before stand admission*

for exhibitors with 6 m <sup>2</sup> stand space or less	EUR 189.00
for exhibitors with 8 m <sup>2</sup> stand space or more	EUR 399.00

### Cancellation fee *after stand admission*

100 % of the stand rental

### Fee for reducing stand size *after stand admission*

100 % of the fee for the cancelled space

### Cancellation fee *for co-exhibitors*

up to the co-exhibitor registration deadline on 15.12.2023	EUR 60.00
after the co-exhibitor registration deadline from 16.12.2023	EUR 240.00

We will gladly send you a sample calculation for your exhibition stand on request.

Just send an email to [aussteller@manga-comic-con.de](mailto:aussteller@manga-comic-con.de)

All prices plus VAT



# EXHIBITION STAND OFFERS

## Overview of small and complete stand packages

Manga-Comic-Con offers exhibitors complete stand packages of various types. As our Self-build stander, FAIRNET is responsible for overall stand construction. All you have to do is arrange or decorate your stand. Below you can find a comparison of the various complete stand packages, explanations of the options and a sample quote for trade fair rental and fees in each case. According to our possibilities in hall layout and your wishes, the placement takes place as row, corner, head or block stand. Read more on page 12.



Stand construction	Classic S	Classic S without partition	Classic M
Partition wall system 100x250 cm (WxH), white*	✓	✓	✓
Fascia, 30 cm high, white	✓	✓	✓
1 Logo or 1 Lettering (Futura, dark grey), 10 cm high, max. 25 signs	✓	✓	✓
Bookshelves, white	✓	✓	✓
Platforms with sliding doors, white (please order door lock separately)	✓	✓	✓
Long-arm spotlight	✓	✓	✓
Needle-felt floor covering	✓	✓	✓
Triple socket (The power connection will be charged separately and is mandatory)	✓	✓	✓

\*other colours available for a fee

Mandatory fees: Electrical connection and Communication flat rate



# EXHIBITION STAND OFFERS

## Overview of small and complete stand packages



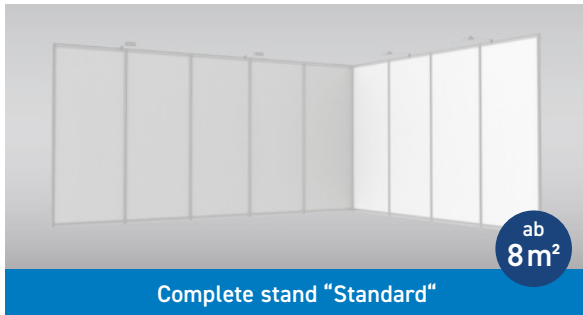
Small stand creative Pro S

4 m<sup>2</sup>



Small stand creative Pro M

6 m<sup>2</sup>



Complete stand "Standard"

ab 8 m<sup>2</sup>

Stand construction	creative Pro S	creative Pro M	Complete stand "Standard"
Partition wall system 100x250 cm (WxH), white*	✓	✓	✓ extra high available for a fee
Fascia, 30 cm high, white	✓	✓	
1 Log or 1 Lettering (Futura, dark grey), 10 cm high, max. 25 signs	✓	✓	
Long-arm spotlight	✓	✓	✓
Needle-felt floor covering	✓	✓	
Triple socket (The power connection will be charged separately and is mandatory)	✓	✓	✓
2 "Miami" folding chairs	✓	✓	
3 Tables "Newport" (70x70 cm, 100x70 cm , 120x70 cm), black	✓		
3 Tables "Newport" (120x70 cm), black		✓	

\*other colours available for a fee

Mandatory fees: Electrical connection and Communication flat rate



# EXHIBITION STAND: OVERVIEW OF STAND TYPES

Your stand will be positioned as a row, corner, peninsula or island stand in keeping with our hall planning options, your wishes and the size of your stand. At the latest, you will receive your stand confirmation when you receive your stand allocation (from January 2024). The following overview shows examples of the various stand types. In the interest of the stands across from you, exhibitors with corner, peninsula and island stands may not position a closed wall along an aisle. Please note section 1.7 in our Special Conditions of Participation.

Small Stand classic S  
4 m<sup>2</sup>



Small Stand classic S  
without a partition  
4 m<sup>2</sup>



Small Stand classic M  
6 m<sup>2</sup>



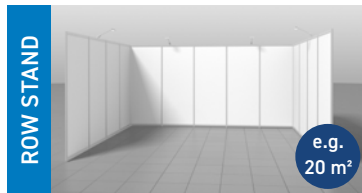
Small stand creative pro S  
4 m<sup>2</sup>



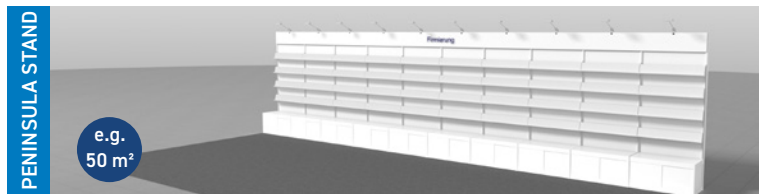
Small stand creative pro M  
6 m<sup>2</sup>



Complete stand  
,Standard'



Peninsula stand  
with 3 open sides

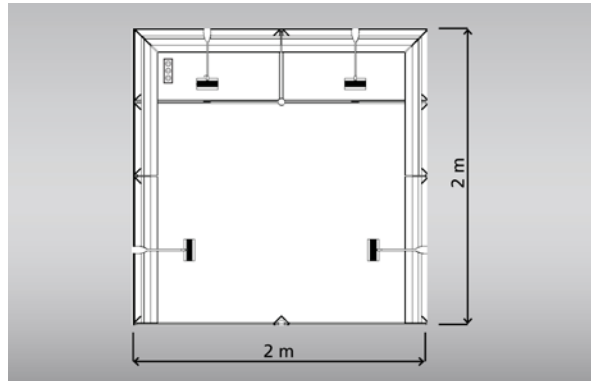
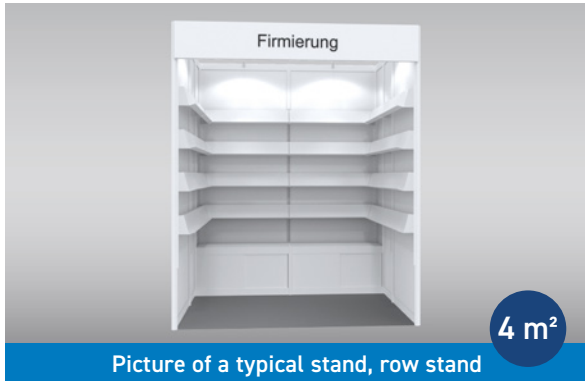


Updated: July 2023 | Subject to change



# COMPLETE STANDS

## Small stand classic S (4 m<sup>2</sup>)



### Our services

- | **Partition wall system**, 100x250 cm (WxH), white (other colours at additional price)
- | **1 Logo or 1 Lettering** (Futura, dark grey), 10 cm high, max. 25 signs
- | **Fascia**, 30 cm high, white
- | **Bookshelves**, white
- | **Platforms with sliding doors**, white (please order door lock separately)
- | **Lighting**, Long-arm spotlight
- | **Needle-felt floor covering** anthracite, 3000
- | **Triple socket** (The power connection will be charged separately and is mandatory)

### Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes (2 passes) and can register events for the Leipzig liest reading festival (according to area key 1 event). You can find out how many in the Special Conditions of Participation or on page 24.

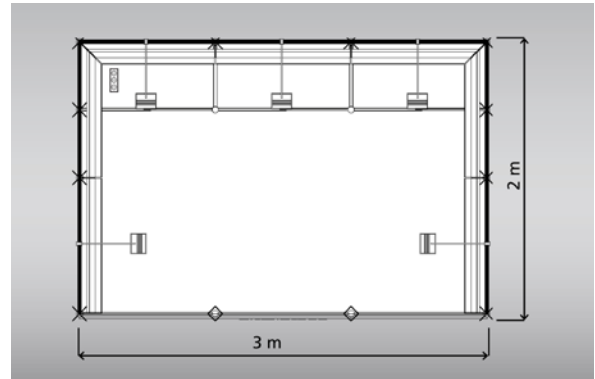
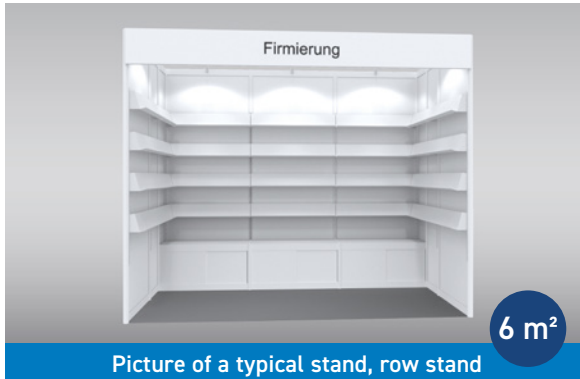
Sample quote	Registration by 10.09.2023 (Early-bird)	Registration from 11.09.2023
Trade fair rental incl. stand construction (4 m <sup>2</sup> )	€ 760.00	€ 844.00
AUMA fee	€ 2.40	€ 2.40
Electrical connection (mandatory)	€ 178.00	€ 178.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 93.00	€ 93.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	2 passes	2 passes
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
<b>Total costs</b>	<b>€ 1,033.40</b>	<b>€ 1,117.40</b>

All prices plus VAT.



# COMPLETE STANDS

## Small stand classic M (6 m<sup>2</sup>)



### Our services

- | **Partition wall system**, 100x250 cm (WxH), white (other colours at additional price)
- | **1 Logo or 1 Lettering** (Futura, dark grey), 10 cm high, max. 25 signs
- | **Fascia**, 30 cm high, white
- | **Bookshelves**, white
- | **Platforms with sliding doors**, white (Please order door lock separately)
- | **Lighting**, Long-arm spotlight
- | **Needle-felt floor covering** anthracite, 3000
- | **Triple socket** (The power connection will be charged separately and is mandatory)

### Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes (3 passes) and can register events for the Leipzig liest reading festival (according to area key 2 events). You can find out how many in the Special Conditions of Participation or on page 24.

Sample quote	Registration by 10.09.2023 (Early-bird)	Registration from 11.09.2023
Trade fair rental incl. stand construction (6 m <sup>2</sup> )	€ 1,212.00	€ 1,344.00
AUMA fee	€ 3.60	€ 3.60
Electrical connection (mandatory)	€ 178.00	€ 178.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 93.00	€ 93.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	3 passes	3 passes
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
<b>Total costs</b>	<b>€1,486.60</b>	<b>€1,618.60</b>

All prices plus VAT.

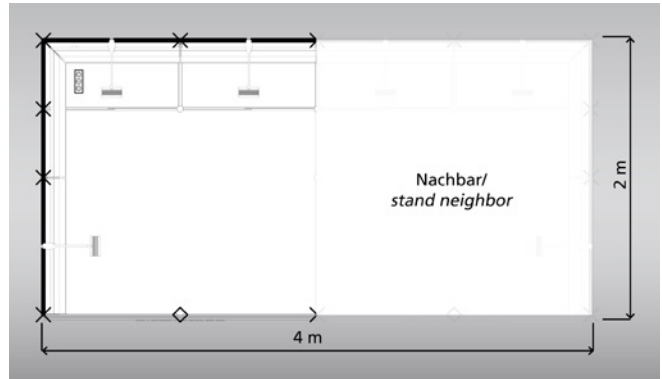


# COMPLETE STANDS

## Small stand classic S without partition (4 m<sup>2</sup>)



Picture of a typical stand, row stand



### Our services

- | **Partition wall system**, 100x250 cm (WxH), white (other colours at additional price)
- | **1 Logo or 1 Lettering** (Futura, dark grey), 10 cm high, max. 25 signs
- | **Fascia**, 30 cm high, white
- | **Bookshelves**, white
- | **Platforms with sliding doors**, white (Please order door lock separately)
- | **Lighting**, Long-arm spotlight
- | **Needle-felt floor covering** anthracite, 3000
- | **Triple socket** (The power connection will be charged separately and is mandatory)

### Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes (2 passes) and can register events for the Leipzig liest reading festival (according to area key 1 event). You can find out how many in the Special Conditions of Participation or on page 24.

Sample quote	Registration by 10.09.2023 (Early-bird)	Registration from 11.09.2023
Trade fair rental incl. stand construction (4 m <sup>2</sup> )	€ 1,024.00	€ 1,140.00
AUMA fee	€ 2.40	€ 2.40
Electrical connection (mandatory)	€ 178.00	€ 178.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 93.00	€ 93.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	2 passes	2 passes
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
<b>Total costs</b>	<b>€ 1,297.40</b>	<b>€ 1,413.40</b>

All prices plus VAT.

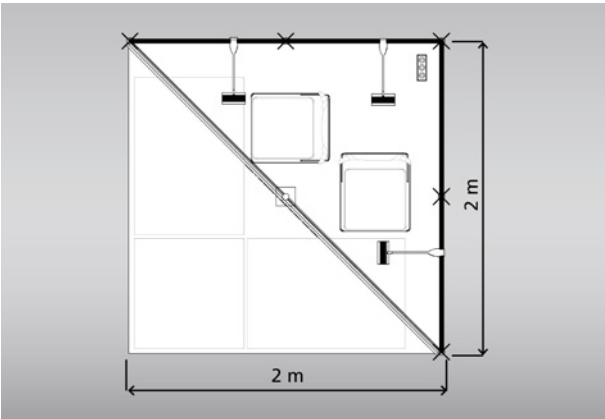


# COMPLETE STANDS

## Small stand creative Pro S (4 m<sup>2</sup>)



Picture of a typical stand, corner stand



### Our services

- | **Partition wall system**, 100x250 cm (WxH), white (other colours at additional price)
- | **1 Logo or 1 Lettering** (Futura, dark grey), 10 cm high, max. 25 Signs
- | **Fascia**, 30 cm high, white
- | **Lighting**, Long-arm spotlight
- | **Needle-felt floor covering** anthracite, 3000
- | **Triple socket** (The power connection will be charged separately and is mandatory)
- | **2 "Miami" folding chairs**, Seat/backrest/frame: black, 33x35x47/72 cm
- | **3 "Newport" tables**, black, 70x70 cm, 100x70 cm, 120x70 cm

### Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes (2 passes) and can register events for the Leipzig liest reading festival (according to area key 1 event). You can find out how many in the Special Conditions of Participation or on page 24.

Sample quote	Registration bis 10.09.2023 (Early-bird)	Registration ab 11.09.2023
Trade fair rental incl. stand construction (4 m <sup>2</sup> )	€ 769.00	€ 844.00
AUMA fee	€ 2.40	€ 2.40
Electrical connection (mandatory)	€ 178.00	€ 178.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 93.00	€ 93.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	2 passes	2 passes
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
<b>Total costs</b>	<b>€ 1,042.40</b>	<b>€ 1,117.40</b>

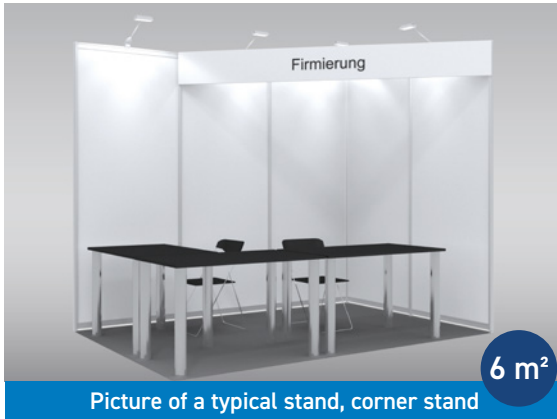
All prices plus VAT.



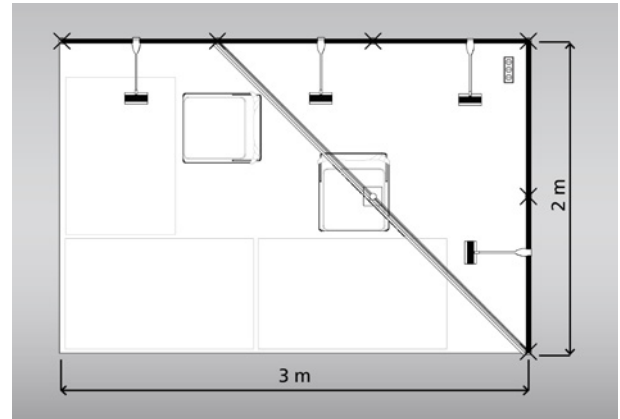


# COMPLETE STANDS

## Small stand creative Pro M (6 m<sup>2</sup>)



Picture of a typical stand, corner stand



### Our services

- | **Partition wall system**, 100x250 cm (WxH), white (other colours at additional price)
- | **1 Logo or 1 Lettering** (Futura, dark grey), 10 cm high, max. 25 Signs
- | **Fascia**, 30 cm high, white
- | **Lighting**, Long-arm spotlight
- | **Needle-felt floor covering** anthracite, 3000
- | **Triple socket** (The power connection will be charged separately and is mandatory)
- | **2 "Miami" folding chairs**, Seat/backrest/frame: black, 33x35x47/72 cm
- | **3 tables "Newport"**, black, 120x70 cm

### Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes (3 passes) and can register events for the Leipzig liest reading festival (according to area key 2 events). You can find out how many in the Special Conditions of Participation or on page 24.

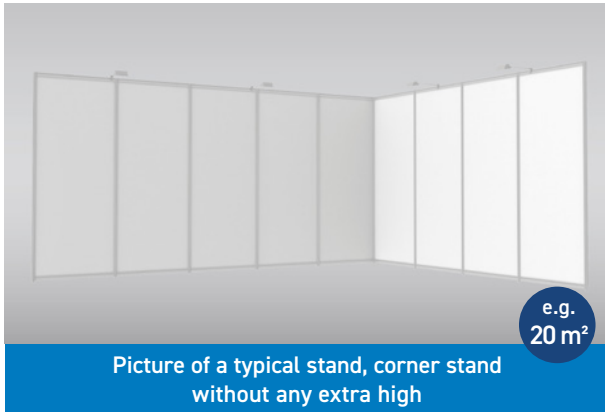
Sample quote	Registration by 10.09.2023 (Early-bird)	Registration from 11.09.2023
Trade fair rental incl. stand construction (6 m <sup>2</sup> )	€ 1,212.00	€ 1,344.00
AUMA fee	€ 3,60	€ 3.60
Electrical connection (mandatory)	€ 178.00	€ 178.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 93.00	€ 93.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	3 passes	3 passes
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
<b>Total costs</b>	<b>€ 1,486.60</b>	<b>€ 1,618.60</b>

All prices plus VAT.



# COMPLETE STANDS

## Complete stand "Standard" (from 8 m<sup>2</sup>)



### Our services

- | **Partition wall system**, 100x250 cm (WxH), white (other colours at additional price)
- | **Additional partitions available for a fee**, Price on request
- | **Lighting**, 1 Long-arm spotlight per 5 m<sup>2</sup> stand area
- | **Triple socket** (The power connection will be charged separately and is mandatory)

### Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes and can register events for the Leipzig liest reading festival. You can find out how many in the Special Conditions of Participation or on page 24.

Sample quote for an Exhibition Area of 20 m <sup>2</sup>	Registration by 10.09.2023 (Early-bird)	Registration from 11.09.2023
Trade fair rental incl. stand construction (20 m <sup>2</sup> )	€ 5,100.00	€ 5,660.00
AUMA fee	€ 12.00	€ 12.00
Electrical connection (mandatory)	€ 233.00	€ 233.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 203.00	€ 203.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	4 passes	4 passes
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
<b>Total costs</b>	<b>€ 5,548.00</b>	<b>€ 6,108.00</b>

All prices plus VAT.



# NEW ARTIST ALLEY

## The place for discoveries: New Artist Alley

This is the place for discovering creative talents. In the New Artist Alley, they will be showcasing their ideas for manga, comics and more. Self-designed comics and manga will be on display in this colorful artist's mile, as well as doujinshis, posters, stickers, buttons, artworks, art cards and handmade merchandising. All products can be purchased on-site. Many artists will draw live and signing your con hon. The New Artist Alley replaces the previous collective presentation „MCC Kreativ“.

## What's new?

We can promise all previous fans of MCC Kreativ: The New Artist Alley is also the place for creative discoveries of young artists around Manga, Comic & Co. Two things are changing: The placement of the New Artist Alley will be even more central in the future. In addition, we are changing the application cycle. Artists, who are drawn by lottery and take part in Manga-Comic-Con can only apply again after three years. All others who were not lucky enough to be drawn can try again every year. With this we would like to open the exciting creative area to even more artists and offer the audience a wider range.



New Artist Area | Subject to change

## Our services

- | **Partition wall system:**  
2x 100x250 cm (W x H)
- | **Lighting:**  
Long-arm spotlight
- | **2 chairs:**  
Folding Chair
- | **1 table:** 120x80x70 cm  
(measurements may change)

## Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes (1 pass) and can register events for the Leipzig liest reading festival (according to area key 1 event). You can find out how many in the Special Conditions of Participation or on page 24.

## Sample calculation for exhibiting on the New Artist Alley (2 m<sup>2</sup>)

Trade fair rental incl. stand construction (2 m <sup>2</sup> )	€ 236.00
AUMA fee	€ 1.20
Free exhibitor pass	1 pass
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 42.00
Leipzig liest fee 1, where applicable	

**Total costs** € 279.20

All prices plus VAT.



## SELF-BUILD STAND

By registering a Self-build stand, you rent an empty exhibition space from us and are entirely free to plan your stand to your own specifications together with your trade fair construction partners. When choosing the Self-build stand option, you must take particular care to observe the Technical Guidelines in addition to the Conditions of Participation. There must be partition walls to the neighbouring stands. The stand plans must be submitted to our Event Technology Department in advance of the fair.

### Additional services

Depending on the registered size of your stand, you will receive a number of free exhibitor passes and can register events for the Leipzig liest reading festival. You can find out how many in the Special Conditions of Participation or on page 24.

Sample quote for an Exhibition Area of 12 m <sup>2</sup>	Registration by 10.09.2023 (Early-bird)	Registration from 11.09.2023
Trade fair rental incl. stand construction (12 m <sup>2</sup> )	€ 2,688.00	€ 2,976.00
AUMA fee	€ 7.20	€ 7.20
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 203.00	€ 203.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	4 passes	4 passes
<i>Electrical connection</i>	<i>not included</i>	<i>not included</i>
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
<b>Total costs</b>	<b>€ 2,898.20</b>	<b>€ 3,186.20</b>

All prices plus VAT.

Would you like us to calculate the costs for a different stand size?  
Then please send us an email to [aussteller@manga-comic-con.de](mailto:aussteller@manga-comic-con.de)



# COMMUNICATION FLAT RATE, EXHIBITOR PASSES AND CO-EXHIBITORS

Please take note of the following information when planning your stand. This information is also available in the Special Conditions of Participation.

## Communication flat rate

Leipziger Messe has appointed NEUREUTER FAIR MEDIA GmbH, Leipzig Office, Messe-Allee 2, 04356 Leipzig to publish and market all media entries. Other publishers issuing similar directories are not authorised by Leipziger Messe.

Entry in the exhibitor directory is mandatory for main and co-exhibitors.

A breakdown of the Communication flat rate can be found in the online exhibitor directory at [www.manga-comic-con.com](http://www.manga-comic-con.com) and in the app:

- | Listing of the publisher's or company's name, address, telephone, email, internet and stand number (the entry must match the registered company address)
- | Link to the exhibitor's website
- | 2 Contact persons in the exhibitor entry
- | Individual promotional text of 450 signs
- | Listing of all sectors and product groups given in the company profile on the exhibitor application form
- | Images of all social media buttons

As of November 2023, NEUREUTER FAIR MEDIA will inform you about more listing options in trade fair media (in print and online). Additional entries are available for a fee.

## Exhibitor passes

Main exhibitors will receive a number of free exhibitor passes according to the following table:

3 m <sup>2</sup> exhibition space 1 pass	21 to 40 m <sup>2</sup> exhibition space 6 passes
4 m <sup>2</sup> exhibition space 2 passes	42 to 60 m <sup>2</sup> exhibition space 8 passes
6 m <sup>2</sup> exhibition space 3 passes	62 to 100 m <sup>2</sup> exhibition space 10 passes
8 to 20 m <sup>2</sup> exhibition space 4 passes	From 102 m <sup>2</sup> the number of exhibitor passes increases by 2 for every 50 m <sup>2</sup> of additional exhibition space.

The main exhibitor will receive one exhibitor pass for each registered co-exhibitor free of charge. Exhibitor passes are exclusively online tickets. The personalization of exhibitor passes is possible via your customer account approx. 6 weeks before the start of the trade fair. They will not be sent by post.

## Co-exhibitors and additional participating companies

Exhibitors must register any co-exhibitors and additional participating companies on their stand by 15 December 2023 and pay a fee according to the current price list. Exhibitors must submit a separate registration for each co-exhibitor and each additional participating company including information on the company profile (via the online exhibitor registration or PDF form available from page 40).



# COMPANY PROFILE

## Films / Anime / DVD / Video / Blu-ray

General Films / DVD / Video / Blu-ray  
Anime Publishers  
Film Studios  
Streaming/Video-on-Demand Providers  
Radio / TV Media

## Publications

General Publications  
Manga / Manhwa / Manhua  
Comics  
Self-Published Manga / Comics / Cartoons  
Graphic Novels  
Light Novels  
Queer Comics / Manga / Books  
Magazines / Newspapers  
Art Books  
Cartoons  
Picture and Photo Books  
Antiquarian Books  
Specialist Literature /Self-help literature /  
Non-Fiction  
Foreign-language literature  
Calendar

## Gaming / Games

Game Publisher  
New Computer and Video Games  
Arcade Games  
Software / Apps  
Hardware (Consoles/PC/Tablets)  
Trading Card Games  
Board- and Card Games

## Fashion / Clothing

Skirts, Tops and Bottoms  
Socks  
Lingerie / Loungewear  
Handbags / Jewellery / Accessories  
(traditional) Japanese Textiles  
Caps / Hats

## Music

General Music  
K-Pop / K-Rock  
J-Pop / J-Rock  
Soundtracks

## Merchandise

General Merchandise  
Figures / Statues / Model Kits  
Pillows / Dakimakuras / Bedding /  
Other Textiles  
Plush / Stuffed Animals  
Poster / Wall Scrolls  
Sticker / Gachapons / Keychains /  
Other Small Articles  
Cups / Glasses / Dishes  
Caps / Hats

## Cosplay

General Cosplay Accessories  
Cosplay Costumes  
Wigs / Hairpieces  
Accessoires / Contact Lenses / Make up  
Textiles  
Materials / Paints



# COMPANY PROFILE

## Asian Culture

Japanese Dishes / Chopsticks / Bento Boxes  
Cultural Offers and Travel Guides  
(traditional) Japanese Art  
(traditional) Japanese Wall Scrolls /  
Wall Decorations  
Furniture / Lamps  
Language Guides / Further Education  
Clubs / Associations / Organisations / Offices /  
Institutions

Cups / Glasses / Dishes  
Plush / Stuffed Animals  
Jewellery  
Artists' Clubs / Associations

## Japanese / Asian Specialities (packaged)

Beverage  
Snacks / Sweets  
Spices / Tea  
Original Japanese / Asian Specialities  
Themed Cookbooks

## Art Supplies and Creative Materials

General Art and Craft Supplies  
Paper / Foils  
Paints / Pencils / Paintbrushes / Pens  
Digital Drawing Technology  
Notebooks / Sketchbooks  
Textbooks / How-to-Draw Books / Further education

## Artistic / Handmade / Self-Made

General Artistic / Handmade / Self-Made  
Paintings / Drawings / Prints  
Anime / Manga Drawings  
Animal Drawings (Real Animals, Fantastic Creatures,  
etc.)  
Poster / Wall Scrolls / Pillows  
Postcards / KAKAO Cards  
Stickers / Gachapons / Keychains /  
Other Small Articles



## **Leipzig Book Fair and Manga-Comic-Con offer much more than just exhibitions.**

As an exhibitor, you have the option to present your authors, books and programmes in addition to your exhibition stand. A perfect option can be to organise an event at the Leipzig liest reading festival. For participation in Leipzig liest please note our Special Conditions of Participation.

## **Why is an event as part of Leipzig liest reading festival the ideal addition to your exhibition stand?**

- Direct contact to readers (interaction)
- Discussions on the subject and content of the event or book
- In the forums at the fair, visitors can discover new stories and content.
- A wide variety of venues across the city add to the flair of events with their distinctive features.
- Savings on organisation and costs for events
- Opportunity to offer book sales and signings
- Visibility: Marketing for authors, books, companies and media attention if desired

## **Your event**

You have various options to create your event in the allocated slot. It can be a reading, a panel discussion, an interactive exchange with visitors, an action programme for kids, a signing or lecture. Whatever you choose, the variety is what makes our programme special.

There are no restrictions from us on the content. When you register your event, you have the possibility to allocate it to the relevant theme and fill it with content. This means it can easily be found in the full digital programme using the available filters. After you are accepted as an exhibitor, you can submit your event request from October 1 to November 30, 2023. More information on how to register for signing sessions in our signing areas and how to register for special event formats will follow soon.

## **Our service guarantee**

- Allocation of event slots
- Organisation, construction, equipment and management of forums at the exhibition site
- Selection, arrangements, agreements and technical equipment if needed for venues in and around
- Leipzig, programme publications, advertising, PR, media cooperation

## **How many events can I register?**

The number of events will initially be decided by the exhibitor. Depending on the size of the stand, we will try to allocate these to the venues we have available (see the events-per-stand table). In cooperation with the Leipzig liest team, it may be possible to request more events than would be available according to the allocation table.

There are various criteria to consider when deciding whether events can go ahead. These criteria include the topicality of the title as well as the relevance to current themes being communicated at Leipzig Book Fair (e.g. a focus on particular countries or subjects) and the availability of suitable venues.

The responsibility for carrying out the event lies with the respective organiser or the registering company according to section 2.9 of the Special Conditions of Participation.





# LEIPZIG LIEST (LEIPZIG READS)

## Number of events per m<sup>2</sup> of stand space

Stand size	Maximum number of events
Small stand, 4 m <sup>2</sup>	1
Small stand, 6 m <sup>2</sup>	2
8 to 10 m <sup>2</sup>	3
12 to 18 m <sup>2</sup>	5
from 20 m <sup>2</sup>	+2
Co-exhibitors	Event requests can be booked in agreement with the main exhibitor via their account.

The number of events can be increased by two for each additional 20 m<sup>2</sup> of exhibition space.

## What does participation cost?

Your stand rent provides a contribution to financing the costs of organising events and for the venues. The fee for the Leipzig liest reading festival is used to finance the publishing of the programme.

## Fees for Leipzig liest

<b>Leipzig liest fee 1</b> <b>€ 45.00</b>	<b>Per event for:</b> <ul style="list-style-type: none"><li>• Main exhibitors for each event</li><li>• Events at your stand and digital events</li></ul>
<b>Leipzig liest fee 2</b> <b>€ 99.00</b>	<b>Per event for:</b> <ul style="list-style-type: none"><li>• Co-exhibitors</li></ul>

## How do I register my events?

You will be able to submit your event requests via your customer account as soon as you have been accepted to the Book Fair. Registration also constitutes an application to be entered into the event database. The Leipzig liest team will consider the applications and confirm the events that are possible. Events will be advertised online on Leipzig Book Fair and Manga-Comic-Con website and app or rather in our digital program.

## Contact

Feel free to contact us at any time if you have any questions related to your events:  
**Leipzig liest** | Phone: +49 341 678-8015 | leipzig-liest@leipziger-buchmesse.de



# REACH YOUR CUSTOMERS

## Advertising, PR and innovative programme formats

Advertising makes all the difference: as an exhibitor, you can strategically draw attention to yourself and benefit from the **advertising materials and PR support** available at Leipzig Book Fair.

You can also find our **catalogue for advertising space here**: [www.leipziger-buchmesse.de/werbemittel](http://www.leipziger-buchmesse.de/werbemittel)

We also offer you the opportunity to participate in our **innovative programme formats** and reach your target group directly. Details regarding booking options will be available on our website as of autumn.



**#buchbar:** Would you like to have coffee with your favourite author? You can do that at #buchbar. Rather than being perched on a stage, writers here take a seat at a long table with their readers for personal, one-on-one discussion. Moderated conversations also take place in the bar. For readers, this is a very special opportunity for personal encounters. For authors and publishers, it offers an amazing chance to get some highly personal feedback from readers.



**Book Fair ON AIR:** Be there around the clock – with Leipzig Book Fair streaming service, you can. Leipzig Book Fair website lets fans enjoy readings, chat with authors and take a look behind the scenes from their screen at home. As a publisher, you can advertise in this attractive and innovative format.



**UVERSE:** JugendCampus UVERSE is the creative workshop at Leipzig Book Fair for children and teenagers. Over 100 workshops provide ample space for sharing, discussing and networking. And you can be part of it. Come and talk to our young visitors, show them what your publishing house has to offer and initiate creative processes.



# ROOM RENTAL

## Renting meeting rooms and conference halls

For event formats that require a quiet atmosphere, are only aimed at select target groups or are not open to the public, various seminar and lecture rooms are available at the Leipzig Exhibition Centre as well as halls in various sizes that can accommodate audiences ranging from 10 to 1,000 people.

Whether you choose the Congress Centre Leipzig (CCL), the Messehaus or a specific exhibition hall, the complexity of our site ensures everything is close together while at the same time offering flexible venue concepts for all kinds and all sizes of events to accompany the trade fair.

All rooms have seating and are equipped with standard technology. We will be happy to arrange additional technology, staff or catering for you.

Please contact us with your wishes at [aussteller@manga-comic-con.de](mailto:aussteller@manga-comic-con.de). We would be happy to put together a firm offer for you. For more Information visit: [www.manga-comic-con.de/de/ausstellen/anmelden/raumvermietung](http://www.manga-comic-con.de/de/ausstellen/anmelden/raumvermietung)





# ROOM RENTAL

## CCL Prices

Number of people	up to 2 hours	up to 4 hours	4 hours or more
Up to 12	€ 115	€ 230	€ 460
Up to 38	€ 230	€ 405	€ 635
Up to 100	€ 345	€ 580	€ 925
Up to 180	€ 460	€ 810	€ 1.095
Up to 380	€ 565	€ 990	€ 1.350
Over 380	€ 775	€ 1.360	€ 1.845

## Messehaus Prices for K Rooms

Number of people	up to 2 hours	up to 4 hours	4 hours or more
Up to 16	€ 115	€ 230	€ 460
Up to 30	€ 230	€ 405	€ 580

## Messehaus Prices for M Rooms

Number of people	up to 2 hours	up to 4 hours	4 hours or more
Up to 56	€ 230	€ 405	€ 635
Up to 124	€ 345	€ 580	€ 925
Up to 206	€ 460	€ 810	€ 1.095
Up to 330	€ 565	€ 990	€ 1.350

All prices plus VAT.



# BOOKING EXHIBITION SERVICES

## Services

The following services may be useful when budgeting for your stand.

The services listed here are examples from our extensive catalogue and are intended to help you to estimate the cost of your trade fair stand. A full catalogue and order forms are available in our online ordering system. The services listed here and other offers **can only be booked online starting in January 2024**. After your request for a stand has been approved, you will receive login details for the online ordering system.

### Graphic services from Fairnet GmbH (Examples)

Fairnet GmbH's General Terms and Conditions of Business and Rental apply.

prices on request

#### Surcharge for coloured wall partitions

(one-sided/foil) 1000x2500 mm

#### Digital printing per wall partition

1000x2500 mm

#### Vectorised logo on the stand fascia

(max. 300x400 mm)



Our colleagues at FAIRNET GmbH will be happy to send you a quote on request.  
lbm-standconstruction@fairnet.de



## Services

### Stand construction services by Fairnet GmbH (examples)

Fairnet GmbH's General Terms and Conditions of Business and Rental apply.

prices on request



#### Long-arm spotlight

LED 21 W

Order no. 31370



#### Z bar stool

Seat: black imitation leather,  
frame: chrome

Ø 350xH 820 mm

Order no. 36268.01



#### Door lock

to close  
the pedestals

Order no. 31226



#### "Go" bistro table

Top: white, base: chrom,

Ø 700x1150 mm

Order no. 36450.02



#### Upholstered chair

Seat/backrest:  
anthracite

Order no. 36015



#### "Leipzig" counter

lockable, white

1060x560x1020 mm

Order no. 31501



#### "Highline" table

Top: white, base: chrome,  
700x700x720 mm

Order no. 36384.02



#### Refrigerator

White, 140 l

530x560x850 mm

Order no. 36908



#### "Go" pedestal table

Top: white, base: chrome,  
Ø 700x720 mm

Order no. 36355.02

Additional equipment such as protective items can be ordered from the online shop for an extra fee.



Our colleagues at FAIRNET GmbH will be happy to send you a quote on request.

[lbn-standconstruction@fairnet.de](mailto:lbn-standconstruction@fairnet.de)



# BOOKING EXHIBITION SERVICES

31

## Services

### Information and communication services (examples)

prices on request

**“Standard” internet connection** (10 MBit) (incl. a router and a private IP address)

**“Premium” internet connection** (20 MBit) (incl. a router and an official IP address, dedicated bandwidth | details of this service are listed in the online ordering system)

**WiFi for exhibitors** (Secured by WPA2 preshared key, max. 10 MBit/s synchronous per device, private IP addresses – assigned via DHCP (RFC-1918), operation in the 5GHz band only – minimum requirement 802.11n (5GHz) or 802.11ac)

Contact for enquiries and advice:

Phone: +49 341 678-9905

bestellblock@leipziger-messe.de

### Parking spaces (examples) Note: Prices are valid for the duration of the fair from Thursday to Sunday

prices on request

Car, minibus up to 5 m long outside the exhibition site

Car up to 5 m long inside the exhibition site

Truck, bus, van up to 8 m long outside the exhibition site

There is no entitlement to indoor parking spaces.

Contact for enquiries and advice:

Phone: +49 341 678-7203

parking@leipziger-messe.de

### Exhibitor passes

Depending on the stand size and according to the relevant table, exhibitors will receive a number of free exhibitor passes. These passes entitle the holder to admission to the exhibition halls every day between 8 am and 7 pm.

**Additional passes are available for a fee.**

prices on request

### Stand cleaning

prices on request

Daily stand cleaning every evening during the event, floors incl. cleaning of the stand fittings without exhibits

Contact for enquiries and advice:

Phone: +49 341 678-6993

cleaning@leipziger-messe.de



## Guidelines for successful trade fair planning

### Defining your trade fair objectives and target groups

It is crucial to define your objectives at the trade fair in order to later measure your success. For this reason, it is worth deciding on both quantitative trade fair goals (sales) and qualitative trade fair goals (image and contact cultivation, etc.) in advance. You should keep a written record of your trade fair objectives so that you can properly evaluate your trade fair appearance after the event. The following is a list of possible goals associated with trade fair participation that you can use as inspiration when formulating your own goals for Manga-Comic-Con.

#### Goal: Establish and develop contacts

- Make contact with potential domestic and international clients or acquire new customers
- Build on and maintain existing customer relations
- Reactivate inactive customers
- Cultivate press contacts
- Acquire partners
- Make cooperation agreements
- Find new employees

#### Goal: Gain market information

- Acquire information on the state of the industry and its development
- Observe competitors and talk to colleagues
- Assess your competitiveness
- Consider the needs of your target groups
- Seek out market niches
- Gain information on innovations, trends etc.

#### Goal: Company and product presentation

- Sharpen your profile compared to competitors
- Present new books
- Raise awareness of your company
- Improve public relations etc.

Trade fair objectives can be used to define which target groups you want your trade fair appearance to address. You should design a communication concept aimed at your defined target group.

### Planning Travel and Accommodation

Once you have decided to participate in the Manga-Comic-Con, you can start planning your trip. How many employees will be on site and staying overnight in Leipzig? Don't forget to also count any staff required for set-up and breakdown. You can use our hotel form as a guide and planning aid ([www.manga-comic-con.de/en/visit/book-hotel](http://www.manga-comic-con.de/en/visit/book-hotel)). There you will find information on hotels in and around Leipzig. Our staff from the Hotel Reservation Team will also be happy to help you. In addition to travelling by car, you can also take advantage of Deutsche Bahn's train travel specials.





## Guidelines for successful trade fair planning

### Planning and Designing an Exhibition Stand

Stand planning involves good positioning and an eye-catching design. Placement coordination will begin in September and we can also provide you with a positioning suggestion if required, which will include your potential location and its surroundings. When you registered, you already decided if you are going to use a modular stand from our stand construction company FAIRNET GmbH or if you would like to present with your own stand. In either case, bear in mind when planning your stand: graphics and colours of the stand and decoration, space for exhibits, areas for establishing initial contact and, if necessary, separate meeting areas. The concept of the stand needs to support the goal of presenting the company and its products clearly and attractively. Those who choose to build their own stands should bear in mind that it is a good idea to create a design that can be used in other years or for other fairs.

### Organising a Trade Fair Appearance

It is essential that you think about the organisation of your stand in advance to ensure that the trade fair runs as smoothly as possible. You already decided how many employees will be at the stand while you were planning travel. Now, it's all about deciding on the staff for your stand: appointing a stand manager, calculating break times, etc. The more motivated and qualified your stand staff are, the greater the chances for high sales and new contacts. Selecting and training stand staff are just as important as presenting your products effectively. Attractive stand decoration will also help catch the visitors' attention. You should also consider which books/exhibits you would like to show at your stand and how many copies you would like to bring to Leipzig. You will also need relevant informative materials for meetings with customers. When producing brochures, flyers, give-aways, etc., care should be taken to ensure that they encourage „taking-away“ and are not too heavy. Discussion sheets will make it easier for you to record information from conversations and note the next steps to be taken after the trade fair. Visitors' experiences at the stand are a crucial aspect of the trade fair. Entertaining activities, such as talk shows with celebrities or competitions, also attract visitors. There should be a clear connection with the product. Regardless of what kind of entertainment or activity you have at your stand, your neighbour shouldn't be disturbed and it should not inhibit normal trade fair activities. Please note: The volume for presentations or presentations of events at the stand or in an event forum must not exceed 70 dB(A).

### Following Up After the Fair

Success at the trade fair depends not only on the trade fair itself but also on the follow-up phase. The goal of following-up is to both close sales by pursuing contacts made at the trade fair and gain insights into what can be improved for next year. It is very important to respond quickly and efficiently to inquiries and requests from trade fair visitors. A quick response will positively surprise customers and secure a competitive advantage.

### Evaluating the Success of a Trade Fair

You can gauge the impact of your appearance at the fair by calculating profitability, putting together contact costs and comparing this trade fair appearance to other appearances. The information from this evaluation is key to making decisions about future trade fairs. Use our trade fair benefit check for free! AUMA is a neutral service institution for the German trade fair industry that provides an interactive tool for calculating the utility value of a trade fair appearance with the Trade Fair Benefit Check ([www.auma.de](http://www.auma.de)).

### AUMA

On the AUMA (Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e. V.) website at [www.auma.de](http://www.auma.de), exhibitors will find a range of tips for a successful trade fair appearance, as well as checklists, schedules, cost-benefit calculators and information on possible trade fair subsidies. Each exhibitor at Manga-Comic-Con is obliged to pay an AUMA fee of €0,60/m<sup>2</sup> plus VAT. You can find more helpful information at: [www.auma.de/de/ausstellen/erfolgreich-ausstellen](http://www.auma.de/de/ausstellen/erfolgreich-ausstellen)

### Still have questions?

Then just give us a call at +49 341 678-6953 or send us an e-mail: [aussteller@manga-comic-con.de](mailto:aussteller@manga-comic-con.de)  
We'll be happy to answer your questions and address any concerns or individual requests.

### We are here to help:

#### Manga-Comic-Con Project Team

Phone: +49 341 678-6953  
[info@manga-comic-con.de](mailto:info@manga-comic-con.de)

#### Exhibitor Service

Phone: +49 341 678-6953  
[aussteller@manga-comic-con.de](mailto:aussteller@manga-comic-con.de)

#### Leipzig liest Event Planning

Phone: +49 341 678-8015  
[leipzig-liest@leipziger-buchmesse.de](mailto:leipzig-liest@leipziger-buchmesse.de)



[/mangacomicon](#)

You can also visit our blog:  
<https://blog.leipziger-buchmesse.de/Buecherleben/>



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Sicher für Menschen.  
Gut für die Wirtschaft.



**MANGA-COMIC-CON**  
at the Leipzig Book Fair | 21-24/03/24

Leipziger Messe GmbH, Messe-Allee 1, 04356 Leipzig | Tel. +49 341 678-6953 | aussteller@manga-comic-con.de



**LEIPZIGER  
MESSE**

# Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024 and Conditions of Participation for Leipzig liest 2024

## Contents

- 1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024**
- 2. Conditions of Participation for Leipzig liest ("Leipzig reads") 2024**
- 3. General Terms of Participation for exhibitors**  
Available online at: [www.leipziger-messe.de/en/meta/](http://www.leipziger-messe.de/en/meta/)
- 4. Technical guidelines**  
Available online at: [www.leipziger-messe.de/en/meta/](http://www.leipziger-messe.de/en/meta/)
- 5. Leipziger Messe GmbH Internal Regulations (Rules for Using the Premises)**  
Available online at: [www.leipziger-messe.de/en/meta/](http://www.leipziger-messe.de/en/meta/)
- 6. General Contract Terms and Conditions of FAIRNET GmbH**  
Available online at: [www.fairnet.de/files/fairnet/media/pdf/2022-agb-fairnet-2.pdf](http://www.fairnet.de/files/fairnet/media/pdf/2022-agb-fairnet-2.pdf)



# MANGA-COMIC-CON

## at the Leipzig Book Fair | 21-24/03/24

Leipziger Messe GmbH, Messe-Allee 1, 04356 Leipzig | Tel. +49 341 678-6953 | aussteller@manga-comic-con.de



# LEIPZIGER MESSE

## 1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

The General Conditions of Participation for exhibitors are further defined by the following Special Conditions of Participation for exhibitors.

### 1.1. Organiser

Leipziger Messe GmbH, Messe-Allee 1, 04356 Leipzig, Germany  
Commercial register no.: Amtsgericht Leipzig, HRB 622  
VAT identification no: DE141497334

### 1.2. Title, Purpose, Location, Duration and Opening Times of the Event

**Event title:**  
Manga-Comic-Con

**Event duration:**  
21 to 24 March 2024

**Event purpose:**  
The Manga-Comic-Con is an event that is part of the Leipzig Book Fair. The offering ranges from manga, comics, anime, fashion, music, Japanese culture, cosplay and drawing accessories through to computer and video games. Due to its direct link with the Leipzig Book Fair, the Manga Comic-Con is a meeting place for the scene as well as for the Book Fair enthusiasts. A programme within the framework of Leipzig Reads in the form of readings, book signings, competitions and workshops, is also part of the event.

**Event Location:**  
Leipziger Messe  
Messe-Allee 1, 04356 Leipzig, Germany

**Opening hours for exhibitors and stand staff during the trade fair:**  
8 a.m. to 7 p.m. (admission only with a valid exhibitor pass)

**Opening hours for general public:**  
Entrance areas: 9.30 a.m. to 6 p.m.  
Exhibition halls: 10 a.m. to 6 p.m.  
Entrance area of Hall 1: 10 a.m. to 6 p.m.

**Stand construction for self-builders:**  
Monday, 18 March 2024, 7 a.m. to 8 p.m.  
Tuesday, 19 March 2024, 7 a.m. to midnight  
Wednesday, 20 March 2024, 7 a.m. to 8 p.m.

**Complete stands** can be set up from 9 a.m. on Wednesday, 20 March 2024.

The tables for the **New Artist Alley** can be decorated and set up starting at **2 p.m. on Wednesday, 20 March 2024.**

**Dismantling the stand:**  
Sunday, 24 March 2024, 6 p.m. to midnight (The exhibition grounds shall not be cleared for entry of transportation vehicles until the aisle carpets have been pulled up and removed by Leipziger Messe staff).  
Monday, 25 March 2024, 7 a.m. to 8 p.m.  
Tuesday, 26 March 2024, 7 a.m. to 8 p.m.

All complete stands must be cleared immediately after the end of the event by the exhibitor. Point 7.3 of the General Contract Terms and Conditions of FAIRNET GmbH shall continue to apply to dismantling.

Construction and dismantling times that exceed these specified periods shall require a written application by the exhibitor and written approval by Leipziger Messe GmbH and shall be subject to a charge. A fee (price on request) is payable by the exhibitor per day and per stand. Exhibitors will be notified promptly of any changes to stand construction and dismantling times.

### 1.3. List of Goods

The list of goods corresponds to the trade fair areas and product groups listed in the company profile (Point 2 in the online stand application). The following regulations shall remain unaffected.

### 1.4. Participation Price

(cf. General Conditions of Participation /4.)

The prices for stand rental, services and fees as well as the corresponding registration deadlines can be found in the price list of Manga-Comic-Con (see document "Exhibiting at Manga-Comic-Con 2024").

### 1.5. Registration

(cf. General Conditions of Participation /5.)

**Stand allocation commences on 10 September 2023.** The **early-bird rates** will be granted until this date. If claims still exist with Leipziger Messe GmbH beyond this date, the entitlement to the early booking price will be forfeited, even if the registration was received by Leipziger Messe GmbH on time.

The **deadline for registrations is 30 October 2023.** Registrations after the closing date shall only be accepted on request and at the discretion of Leipziger Messe GmbH. Leipziger Messe GmbH shall reserve the right to charge a **late booker surcharge of EUR 285.00** plus VAT for stands up to 6 m<sup>2</sup> and **EUR 525.00** plus VAT for stands of 8 m<sup>2</sup> or more (per stand in each case) in the event of registration after 30 October 2023. Allocation requests may no longer be considered.

Provisional registrations or registrations written informally, including those associated with reservation requests, will not be considered and will not be processed unless the formal registration has been submitted by the registration deadline.

The date of the email (confirmation of exhibitor registration) sent to the fair organiser immediately after the successful completion of the exhibitor registration shall apply.

**Changes to the stand** (increase in area or changes to the stand construction) shall be free of charge **until 12 February 2024.** After this date, a processing fee of **EUR 60.00** plus VAT and any costs incurred (e.g. graphics costs) will be charged. A reduction in the stand area shall also be possible until 12 February 2024. The fees stated in Point 1.10. (Withdrawal and Non-participation) shall apply.

Exhibitors who are not in agreement with a new version of the Special or General Conditions of Participation may withdraw from the contract free of charge within 14 days of notification thereof. The declaration of withdrawal must be in text form (e.g. email).

Leipziger Messe GmbH is to be informed immediately in writing of any changes to company, correspondence and invoice data after registration. The processing fee for invoice and address changes is **EUR 45.00** plus VAT per change.

### 1.6. Admission – Trade Fair Rental Contract

(cf. General Conditions of Participation /6.)

Admissions will be sent to exhibitors as soon as possible after the exhibitor application has been processed.

German and international companies shall be eligible to participate, provided their exhibits correspond to the company profile and product groups as well as to the provisions mentioned under Points 1.3. and 1.11. This shall also include manufacturers of books, newspapers, magazines, teaching aids, audio, image and data carriers, providers of online platforms and digital offerings as well as institutions or associations from the fields of Japanese culture and education. Exemptions may be granted upon application.



## 1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

Registration of more than two stands per Exhibitor is subject to approval. There is a waiting list for such stands. A decision on the approval of additional stands will be given in October 2023.

The organiser shall decide on the admission of the exhibitor, exercising his reasonable discretion and taking into account the available space capacities, the purpose of the event and safety-relevant aspects. The organiser may, for objectively justified reasons, not grant admission or make such admission dependent upon further preconditions such as the imposition of stipulations or the payment of a security deposit. This applies in particular to exhibitors who have not fulfilled their financial obligations to the organiser in the past or have not done so in good time or who have already violated the conditions of participation, safety-related exhibition regulations, orders under domestic law or statutory provisions at previous trade fairs. The organiser shall not be obliged to give reasons for non-admission to the event.

Leipziger Messe GmbH shall reserve the right to limit the area of exhibition sections that are not part of the core area of the event (e.g. New Artist Alley). Exhibition areas with limited space are marked in the registration documents. Stand space will then be allocated according to priority of registration. Subsequent registrations will not be considered if the space provided is insufficient.

### 1.7. Stand Allocation – Stand Construction

(cf. General Conditions of Participation/7.)

#### Provision of the exhibition space:

The allocation of exhibition space by the organiser may only take place after expiry of the registration deadline and examination of all exhibitor applications received. The allocation of exhibition area depends on the time of registration, the available premises, spaces, requirements and options of the organiser and on the layout of the exhibition areas to be carried out by the organiser at his own discretion. The exhibitor shall have no claim to the same placement as at the previous event or to the allocation of a specific space; however, the exhibitor's placement wishes with regard to location, proximity, size, stand shape and exhibition area will be taken into consideration as far as possible.

The exhibitor must accept that upon commencement of the event the location of the other stands may have changed since the stand was allocated.

The **minimum size** of one stand is **4 m<sup>2</sup>**. A minimum stand depth of 2 metres also applies. Participants in the New Artist Alley are excluded.

Only rectangular or square exhibition spaces in a 1-metre grid (width/depth) are available to rent. The event organiser is permitted to allow exceptions.

#### Complete stand:

Manga-Comic-Con offers complete stands (rent incl. stand construction). The electrical connection (2 kW) is obligatory when booking the complete stand option and per exhibition stand and cannot be opted out of. Further details on prices, stand equipment and service description can be found in the price list and the stand construction offer (see document "Exhibiting at Manga-Comic-Con 2024").

The "small stand classic S without a partition" (4 m<sup>2</sup>) may only be booked with another "small stand classic S without partition wall". A maximum of two "small stands classic S without partition wall" (4 m<sup>2</sup>) can be placed next to each other. The entire partition wall is removed between the two stands; half partitions are not permitted.

Two independent companies must rent both stands; upon request, proof of no affiliation in the form of appropriate documentation must be submitted to Leipziger Messe GmbH. Both companies must submit their application separately and book the stand version "small stand classic S without partition wall". The respective partner for the adjacent stand must be named in the exhibitor application. Both stands must be provided with separate fascia lettering.

Should an exhibitor rent a "small stand classic S without partition wall" without an existing registration for the adjacent stand, Leipziger Messe GmbH will allocate a "small stand classic S" with two side walls.

Removal of the partition wall between two stands can only be achieved with the "small stand classic S without partition wall" version. With all other stand versions, removal of a whole or half partition wall is not permitted. Exhibitors, who have rented several small areas, may not use these as a communal area and present them as one stand. If this is the case, the organiser shall be entitled to demand the rent due for the rental of a larger area from the exhibitors taking part.

Leipziger Messe GmbH offers the complete stands in its own name and for its own account. The technical execution is carried out by the subsidiary FAIRNET GmbH. The General Contract Terms and Conditions of FAIRNET GmbH shall apply additionally.

#### Self-build stand:

The stand should be equipped with sufficient lighting, carpet and stand partition walls to adjacent stands. Row, corner and head stands must be separated from adjacent stands by their own stand construction walls (side and/or rear wall).

#### Stand design:

The allocated stand area and the stand boundaries must be strictly adhered to. Areas that are used but not rented as stand space from Leipziger Messe GmbH will be charged at the corresponding list price.

In the case of **corner, head and block stands**, it is not permitted, in the interest of the opposite stands, to form a closed wall facing the aisle. The organiser may allow exceptions. However, at least 50 percent of the wall facing an aisle must remain freely accessible. Exhibitors wishing to close up to 50 percent of a wall facing the aisle must notify the organiser in writing within 10 working days of the date of dispatch of the stand allocation. A fee of **EUR 100.00** plus VAT will be charged per meter of wall that has been closed. If the organiser receives the information from an exhibitor with a complete stand after the deadline, the exhibitor will be invoiced by Fairnet for the cost of the additional walls. Random checks will be carried out at the fair.

Following consultation and approval by Leipziger Messe GmbH, two opposite stands may be connected with an aisle cover (e.g. floor covering). The Leipziger Messe GmbH charges a fee for this. This is calculated for Leipzig Book Fair / Manga-Comi-Con 2024 from a fee of **EUR 115.00** plus VAT multiplied by the length of the stand adjacent to the aisle cover.

A two-storey stand construction must be notified at your earliest convenience, but at the latest when applying for the stand construction. The area on the upper floor is calculated with 50 percent of the applicable stand rental price per m<sup>2</sup>. The calculation of the rent for areas on the upper floor is based on the actual approved area resulting from the stand construction documents to be submitted.

### 1.8. Terms of Payment

(cf. General Conditions of Participation/8.)

Invoice complaints can only be considered within 30 days of the invoice date. In the event of a change of company data, a processing fee may be charged for changes of invoice and address (see Point 1.5. Registration).

### 1.9. Co-exhibitors and Additionally Represented Companies

(cf. General Conditions of Participation/9.)

Co-exhibitors and additionally represented companies must be registered by the main exhibitor at the exhibitor's stand by **15 December 2023** against payment of a fee according to the applicable price list (see document "Manga-Comic-Con 2024"). Applications by co-exhibitors and additionally represented companies after the registration deadline shall only be possible on request and at the discretion of Leipziger Messe GmbH.



## 1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

Leipziger Messe GmbH shall reserve the right to charge a **late-booker surcharge** of **EUR 60.00** plus VAT, for each company that has registered after 15 December 2023. All communication regarding participation in the trade fair and the calculation of the total trade fair rent and fees for co-exhibitors and additionally represented companies will always be made to the main exhibitor.

For each co-exhibitor and additionally represented company, the main exhibitor must submit a separate application including company profile details (via the online exhibitor application) by the registration deadline.

Group companies, subsidiaries and sister companies or imprints that have their own name are considered co-exhibitors.

Co-exhibiting companies will be named in the exhibitor directory in the digital trade fair media. The communication flat rate (see Point 1.17. Media Entries) is obligatory and included in the co-exhibitor fee. The main exhibitor receives one exhibitor pass free of charge for each co-exhibitor registered.

Additionally represented companies are not automatically included in the exhibitor directory and may only be named on request in connection with the main exhibitor (subject to a fee).

### 1.10. Withdrawal and Non-participation

(cf. General Conditions of Participation / 10.)

Cancellation of registration by the exhibitor must be notified in writing to Leipziger Messe GmbH.

In the case of **withdrawal prior to admission**, the cancellation fee shall be **EUR 189.00** plus VAT for exhibitors who have registered an exhibition space of up to 6 m<sup>2</sup> and **EUR 399.00** plus VAT for exhibitors who have registered an exhibition space of 8 m<sup>2</sup> or more.

In the case of **withdrawal after admission** has been granted, Point 10.2 of the General Conditions of Participation of Leipziger Messe GmbH shall apply.

A **reduction in the exhibition space** shall also be possible **until 12 February 2024**. In the event of a reduction of the exhibition space after admission, the exhibitor must pay **100 percent of the stand rent** for the exhibition space that has been returned.

A cancellation fee of **EUR 60.00** per co-exhibitor plus VAT will be charged for cancelling a co-exhibitor registration by **15 December 2023**. From **16 December 2023**, the cancellation fee per co-exhibitor is **EUR 240.00** plus VAT.

The special regulation on the right of exhibitors to withdraw free of charge in accordance with Point 1.5. (registration) shall remain unaffected.

### 1.11. Products

(see Conditions of Participation / 11.)

The exhibitor shall indemnify the organiser against any justified claims by third parties in the event of a breach of the following rules.

The exhibitor shall be responsible for ensuring that the products and items they offer comply with the following rules and applicable German law. Leipzig Trade Fair shall reserve the right to verify compliance with these. This verification may also be carried out by persons commissioned by Leipzig Trade Fair for this purpose. Requests by these persons are to be complied with. These checks shall not constitute stand approvals. At the request of the organiser, the exhibitor shall provide plausible evidence of legality (e.g. in the case of works which are demonstrably protected by copyright, they are to show that they hold a licence or that the products in question have entered the European Economic Area with the creator's knowledge). If the Exhibitor is unable to demonstrate this immediately,

the organiser shall be entitled to demand the removal of the product in question from the stand and, in the event of non-compliance, to exclude the exhibitor from further participation in the Fair.

Only products of one's own company may be exhibited or advertised at the stand. If exhibits of another company are shown, this company must be registered as a co-exhibitor or additionally represented company (see Clause 1.9. Co-exhibitors and Additionally Represented Companies).

The organiser shall decide on the admission of products/services not directly related to the book and media industry upon application at its reasonable discretion.

#### Copyright

Exhibitors may only exhibit items or products that comply with the applicable legal provisions and are free from any third party right. Exhibitors shall ensure, in the case of copyrighted works, either to be their sole creator, to offer original products of the creator, to own corresponding rights of use or to be entitled for other reasons. The same shall apply to other industrial property rights (e.g. trademark rights, patent rights, design rights) or personal rights. The sale of counterfeits, plagiarisms and unlicensed goods shall be prohibited. Only items or products that have a clear copyright notice may be offered. Where there is no corresponding notice, the exhibitor shall be obliged to provide written proof of the rights of use.

#### Protection of minors

Exhibitors are reminded that many of our visitors are minors and that the regulations on the protection of minors must be strictly observed. Products not suitable for minors, glorifying violence or of a pornographic nature shall not be freely accessible to minors. Corresponding items and products must be shrink wrapped, not visible to minors or adequately censored.

Such goods may only be sold to adult visitors. A breach may lead to immediate exclusion from the Fair.

#### Applicable German law

Exhibiting items and products which are prohibited by law in Germany is also to be refrained from at the Leipzig Trade Fair. Exhibitors shall pay particular attention to the regulations on prohibited badges according to Sections 86 and 86a of the German Criminal Code (StGB).

#### Weaponry

Exhibiting or offering weaponry, decorative weapons or imitation weapons shall be prohibited. This shall not apply to articles that are permitted under the cosplay rules (see [www.manga-comic-con.de/en/visit/rules-for-cosplay/](http://www.manga-comic-con.de/en/visit/rules-for-cosplay/)) and whose display or offering does not breach legal regulations. Weaponry, decorative weapons or imitation weapons largely made of metal may in general not be exhibited or sold.

#### Lucky bags

When selling lucky bags, goodie bags or similar concepts, it must be ensured that the buyer is able to see on the outside the products contained inside. The value of the products contained in the lucky bags must amount to at least 90 percent of the sales price. Only products for which the exhibitor demonstrably holds licensing, copyright and/or patent rights may be contained in lucky bags or similar. Exhibitors in the Artist Area and New Artist Alley may also offer self-made products and works of art in lucky bags or similar.

The Organiser shall be at liberty to exclude exhibitors whose stand presentation consists largely of lucky bags.

Leipzig Trade Fair or its authorised personnel will carry out spot checks.

#### Fan art

Provided that the exhibitor does not breach an applicable German law, Leipzig Trade Fair shall tolerate the sale of fan art in the Artist Area and New Artist Alley. However, not more than 50 percent of the range may consist of fan art.



## 1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

Furthermore, the exhibitor shall ensure that the event regulations on copyright and applicable regulations of the licence holders as well as German law are complied with.

### AI-generated products

Products and items generated by AI may not be sold.

### Food

Displaying or selling food and beverages produced or commissioned by the exhibitor shall be prohibited; this shall also apply to industrially produced and packaged goods. Free sample distribution and the sale of packaged Japanese specialities, e.g. sweets, shall be permitted. The applicable hygiene and food regulations must be strictly observed.

### Drones

Drones or similar flying objects may not be displayed or offered for sale.

### Body modification

Tattoos, body modifications or piercings may not be performed during the Fair. The sale of jewellery for piercings or body modifications shall be permitted.

Inclusion in the exhibitor directory is obligatory for main exhibitors and co-exhibitors. The calculation of the communication flat rate to the main exhibitor is based on the valid price list (see document "Exhibiting at Manga-Comic-Con 2024"). The communication flat rate for co-exhibitors is included in the co-exhibitor fee.

**Components of the communication flat rate** are included in the exhibitor directory online at [www.manga-comic-con.de](http://www.manga-comic-con.de) and in the Manga-Comic-Con app:

- Entry of the publisher's or company name, address, telephone, e-mail, internet and stand number (the entry must match the registered company address).
- Link to the exhibitor's website
- Naming of 2 contact persons in the exhibitor entry
- Individual advertising text of up to 450 characters
- Naming of all subject areas and product groups specified with the exhibitor registration (company profile)
- Representing all social media buttons

NEUREUTER FAIR MEDIA will provide information on further entry options in the trade fair media from November 2023. Additional entries are subject to a fee.

### 1.12. Technical Performance, Services

(cf. General Conditions of Participation / 12.)

### 1.13. Exhibitor Passes

(cf. General Conditions of Participation / 13.)

Main exhibitors receive a free number of exhibitor passes according to the following exhibition space key:

3 m <sup>2</sup> exhibition space	1 pass
4 m <sup>2</sup> exhibition space	2 passes
6 m <sup>2</sup> exhibition space	3 passes
8 to 20 m <sup>2</sup> exhibition space	4 passes
21 to 40 m <sup>2</sup> exhibition space	6 passes
42 to 60 m <sup>2</sup> exhibition space	8 passes
62 to 100 m <sup>2</sup> exhibition space	10 passes

From 102 m<sup>2</sup> for each additional 50 m<sup>2</sup> of exhibition space, the number of passes is increased by 2.

For registered co-exhibitors, the main exhibitor receives one exhibitor pass each free of charge.

The exhibitor passes will be made available in the exhibitor's customer account (Shop for Exhibitors – Services) and must be personalised.

### 1.14. Cleaning

(cf. General Conditions of Participation / 14.)

### 1.15. Security

(cf. General Conditions of Participation / 15.)

### 1.16. Delivery and Removal of Exhibition Goods

(cf. General Conditions of Participation / 16.)

### 1.17. Media Entries

Leipziger Messe GmbH has commissioned NEUREUTER FAIR MEDIA GmbH, Leipzig office, Messe-Allee 2, 04356 Leipzig, to publish and market the media entries. Other publishers, who publish similar directories, are not authorised by Leipziger Messe GmbH.

### 1.18. Advertising, Press, Specialist Lectures

(cf. General Conditions of Participation / 18.)

Advertising outside the exhibitor's own stand shall not be permitted either on or in front of the exhibition grounds. This shall also include: distribution or attachment of advertising material of any kind, use of persons as advertising media, surveys, tests, competitions, raffles and prize competitions, the distribution of samples or fan meetings and similar activities. Excluded from this is advertising during the exhibitor's own event in a trade fair forum. Advertising space on the exhibition grounds subject to a charge is offered by FAIRNET GmbH.

The organiser may permit a limited number of the aforementioned promotional activities on request; there is no entitlement to this. Permission to be granted in writing by the organiser is subject to a fee.

### 1.19. Presentations – Communications Technology

(cf. General Conditions of Participation / 19.)

The volume during presentations or events at the stand or in an event forum must not exceed **70 dB (A)**. Volume levels at the stand may not affect the surrounding stands. Speakers at the stand must be directed toward the interior of the stand.

Exhibitors using media on their stands subject to **GEMA fees are obliged** to register this with GEMA of their own accord and pay the relevant fees. The event organiser cannot be held liable for any non-payment of GEMA fees.

### Events with large numbers of visitors:

Presentations, readings, book signings, receptions and other events, including at the exhibitor's own stand, must be planned and carried out by the exhibitor in such a way that escape routes and emergency exits are not obstructed by gathering crowds and the course of the event is not disrupted (see Point 2.3. Venues at the Trade Fair and in the City). The responsible exhibitor is obliged to inform the organiser in good time (at the latest 4 weeks before the event) if visitor traffic disruptions are to be expected on the basis of previous experience or due to special circumstances. The responsible exhibitor is also obliged, in consultation with the organiser, to arrange suitable security measures in good time and to commission them independently at his own expense.

If he fails to do so, the organiser shall be entitled, in the event of imminent danger, to take the necessary measures at the exhibitor's expense, even without the exhibitor's consent. In addition, the exhibitor shall pay the organiser a surcharge of 50 percent on the standard price of the service.



## 1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

### 1.20. Liability

(cf. General Conditions of Participation/20.)

### 1.21. Reservation of Rights

(cf. General Conditions of Participation/21.)

### 1.23. Contractual Penalty

(cf. General Conditions of Participation/23.)

In the event of a culpable breach of the Special and General Conditions of Participation, the exhibitor undertakes to pay Leipziger Messe GmbH a contractual penalty, the amount of which is left to the discretion of the organiser and may be reviewed by a court of competent jurisdiction as to its appropriateness, but shall not be less than **EUR 500.00** plus VAT. In case of violation of point 1.11 "Products" the amount shall be at least **EUR 1,000.00** plus VAT. This sum shall be reduced by any compensation paid to Leipziger Messe GmbH for the conduct that is subject to the contractual penalty.

Violation of the General and Special Conditions of Participation may result in immediate exclusion from the current event. Leipziger Messe GmbH shall also reserve the right not to grant the exhibitor admission to subsequent events.

### 1.24. Privacy Policy

(cf. General Conditions of Participation/26.)

### 1.25. Third Party Rights

The exhibitor guarantees that the uploaded or otherwise made available to the organiser image, sound and film materials are free of third party rights. He guarantees that the goods on offer do not infringe any industrial property rights.

The exhibitor shall indemnify the organiser against all claims, including claims for damages, asserted by other exhibitors or other third parties against the organiser due to an infringement of their rights by the content provided by the exhibitor. The exhibitor shall bear all reasonable costs incurred by the organiser due to an infringement of third party rights, including the reasonable costs incurred for legal defence. Any further rights and claims for damages of the organiser shall remain unaffected. The exhibitor shall be entitled to prove that the organiser has actually incurred lower costs. The aforementioned obligations of the exhibitor shall not apply insofar as the exhibitor is not responsible for the infringement in question.

### 1.26. Special offers

#### Deviating or additional conditions and notes for participation in the New Artist Alley:

Only individual artists, artist duos, trios or groups may participate in the New Artist Alley, provided that they have already registered as such in the application and have provided all participant names. Multiple registrations shall not be permitted and may lead to exclusion from the application process. Separate applications made simultaneously by a registered duo, trio or group shall also count as a multiple application. Participants must be at least 18 years old.

The product range on offer must relate to anime, manga, comics or Asian countries. Furthermore, the product offering shall be independently drawn, designed, sewn, crafted or manufactured by its creator.

The number of participants in the New Artist Alley shall be limited to 80 places. There will be a waiting list of 20 places. Participant and waiting list places will be allocated by a lottery. The invitation to tender and the application form can be found at [www.manga-comic-con.de/newartistalley-en](http://www.manga-comic-con.de/newartistalley-en). Please refer to the invitation to tender for the exact dates and deadlines.

Participants will be notified of their participation or their place on the waiting list following the draw. If a participant, who has been drawn, has not submitted their registration to Leipziger Messe GmbH by the date specified in the invitation to tender, the right to participate in the New Artist Alley shall be forfeited. In this case, a participant shall slip down the waiting list.

Participation in the New Artist Alley is possible only every three years. Participants who have been drawn and registered may only reapply after three years. This shall also apply if the participants were registered as an artist group.

The participant shall ensure the supervision of the stand for the entire duration of the Fair. They shall receive a free exhibitor pass according to the space key. There shall be no entitlement to a specific placement within the New Artist Alley. Participants shall pay a communication flat rate of **EUR 42.00** plus VAT and receive the corresponding services of this flat rate (see Clause 17).

Participants may register events within the framework of Leipzig liest. They shall therefore be exempt from the official space scales of the Leipzig liest conditions of participation.

The releasing, subleasing or sharing of a table that exceeds the registered number of participants shall be prohibited in the New Artist Alley. Non-compliance may also result in exclusion from the current event and future ones.

Co-exhibitors may not be registered.

Cancellation of registration by the exhibitor is to be made in writing to Leipzig Trade Fair. The regulations of Clause 1.10 (Cancellation and Non-participation) shall apply. The special regulation on the right of exhibitors to withdraw free of charge in accordance with Clause 1.5 (Registration) shall remain unaffected.

### 1.27. Participation in Manga-Comic-Con's supporting programme Leipzig liest

Participation is reserved for exhibitors at Manga-Comic-Con. Manga-Comic-Con reserves the right – also in consultation with the venues – to make a selection from the applications received for the programme of events. Criteria taken as a basis are, for example, the topicality of the title, the number of events registered (e.g. in relation to the size of the stand) and the relevance to current communication themes of Manga-Comic-Con (e.g. Guest of Honour). Requests for events from co-exhibitors will only be considered if there is free capacity. For participation in the supporting programme, the participation conditions of Leipzig liest in Part 2 of the Conditions of Participation Manga-Comic-Con/Leipzig liest 2024 shall continue to apply.

### 1.28. Final Provisions

(cf. General Conditions of Participation/27.)

Leipziger Messe GmbH exercises domiciliary rights to the exhibition grounds and its virtual offerings. The Leipziger Messe GmbH Internal Regulations for the exhibition grounds are available at [www.leipziger-messe.de/files/corporatesite/media/content-master/contentmaster-visit/contentmaster-pdf/contentmaster-hausordnung.pdf](http://www.leipziger-messe.de/files/corporatesite/media/content-master/contentmaster-visit/contentmaster-pdf/contentmaster-hausordnung.pdf).

Each exhibitor shall share responsibility for the success of the fair. Any acts which impair or endanger the running or success of the fair or unduly disturb other exhibitors and visitors are to be refrained from.

Each exhibitor shall be obliged to cooperate in ensuring theft prevention to the greatest extent through appropriate stand design, sufficient and specially instructed stand personnel and, if necessary, additionally commissioned stand security; and shall also ensure that any theft is punished under criminal law.





# MANGA-COMIC-CON

at the Leipzig Book Fair | 21-24/03/24

Leipziger Messe GmbH, Messe-Allee 1, 04356 Leipzig | Tel. +49 341 678-6953 | aussteller@manga-comic-con.de



LEIPZIGER  
MESSE

## 1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

Insofar as protected by the right to freedom of expression, disruptions and impairments of the trade fair are unavoidable in individual cases. Leipziger Messe GmbH shall not be held responsible for any damage caused to exhibitors as a result.

Leipziger Messe GmbH  
July 2023



## 2. Conditions of Participation Leipzig liest ("Leipzig reads") 2024

Leipziger Messe GmbH organises Leipzig Book Fair and Manga-Comic-Con as part of a trade fair association on its exhibition grounds. At the same time as the two events, a large number of reading events will take place at the fair as well as in the city and surrounding area under the programme name Leipzig liest ("Leipzig reads").

Leipziger Messe GmbH selects venues for the programme and coordinates and publishes the calendar of events online. The participating publishers receive one or more event slots from the pool of venues provided by Leipziger Messe GmbH and can, as organisers, design the content of these.

The responsibility for the implementation shall lie with the respective organiser of the reading, etc.

### 2.1. Dates

- Registration start for event requests from 2 October 2023
- Registration of event requests until 30 November 2023
- Registration of events with own venue until 15 January 2024
- Programme will be published online at [www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de) from 22 February 2024 to 30 June 2024
- Implementation in the week 18 to 24 March 2024

### 2.2. Who May Take Part?

Publishers and individuals who are approved as exhibitors at the current Leipzig Book Fair and Manga-Comic-Con may register as main organisers with their event requests and events.

Participating venues from Leipzig and the region as well as other event partners (e.g. Guest of Honour organisers) shall be defined by Leipziger Messe GmbH.

Event organisation and coordination will be carried out with the main organiser/ exhibitor and the host of the respective venue. If other organisers are indicated, they will be noted as co-organisers in the programme publications.

Participation is not guaranteed.

The selection and allocation of the registrations received will be made according to the available room capacities and with reasonable discretion. Criteria are the number of registered events in relation to the stand size (see table below), the topicality of the title (title between the Leipzig Book Fairs 2023 and 2024) and the relevance to current communication themes of Leipzig Book Fair (e.g. country or theme focus).

Requests for events by a co-exhibitor must be coordinated in advance with the main exhibitor and will count towards the total number of events according to the size of the stand.

#### Exhibition space key:

Stand size	maximum number of events
Small stand with 4 m <sup>2</sup>	1
Small stand with 6 m <sup>2</sup>	2
from 8 to 10 m <sup>2</sup>	3
from 12 to 18 m <sup>2</sup>	5
from 20 m <sup>2</sup>	+2
For each up to 20 m <sup>2</sup> additional exhibition space	
the number increases by	2 events
Co-exhibitor	0 or agreement with main exhibitor

Leipziger Messe GmbH shall reserve the right to reject events that do not fit into the content concept of the programme or if it has reason to believe that the event may disrupt the smooth running or safety of the event.

### 2.3. Venues at the Trade Fair and in the City

Events on the exhibition grounds usually take place in the period from 10.30 a.m. to 6 p.m. and events in the city usually from 6 p.m. The event time in the trade fair forums is usually 30 minutes.

Should signing sessions and events at the exhibitor's own stand disrupt the course of the trade fair, they will be interrupted and canceled immediately. In order to ensure that everything runs smoothly, book-signing sessions can be registered for our book-signing areas (further information will follow in due course).

### 2.4. Non-Public Events

No event rooms or partners will be arranged in the city for closed or internal events.

Exhibitors may rent rooms on the exhibition grounds, upon request, for non-public events and for press work. Such events will not be published in the Leipzig liest programme.

### 2.5. Registration / Publication

Registration is also an application for entry in the event database. The events are displayed online on the website and the app of Leipzig Book Fair / Manga-Comic-Con.

The event entry refers to an event taking place in Leipzig and surrounding areas.

This event entry may be supplemented by linking to a (live) stream if the organiser creates the (live) stream, is responsible for it and notifies Leipziger Messe GmbH of the link in good time.

An event is deemed to have been registered if the registration has been sent online by the registration deadline and receipt has been confirmed by (automated) email.

The programme information is published exclusively online. Leipziger Messe GmbH shall reserve the right to edit the event entries.

If an organiser or venue publishes their own events, they shall be obliged to refer to the event framework Leipzig liest.

### 2.6. Registration Fee

Leipziger Messe GmbH shall be entitled to charge a fee for each event published in the event database. The registration fee will be invoiced to the main organiser/ applicant of the event (this is usually the exhibitor). Deviations from this shall only apply if a different invoice address is given. Invoicing shall take place at the beginning of April 2024, payable within 14 days of invoicing.

#### Leipzig liest fee 1: EUR 45.00 plus VAT

Per event for:

- Main exhibitor
- Digital events
- Events at exhibitor's own stand
- Self-organised events at one's "own" location
- Venues in and around Leipzig that are main organisers and/or have entered events

#### Leipzig liest fee 2: EUR 99.00 plus VAT

Per event for:

- Co-exhibitors



## 2. Conditions of Participation Leipzig liest ("Leipzig reads") 2024

### 2.7. Changes to Event Dates

The main organiser shall be obliged to inform the Leipzig liest project team in good time of any changes to the programme items so that these can be taken into account when organising the event. The published programme data will be constantly updated according to the information sent by email by the main organiser. The editorial deadline for programme content is 15 January 2024.

### 2.8. Responsibilities

The main event organiser is responsible for the implementation of his event, this applies in particular to:

- the event content
- the event presentation
- the participants' supervision
- tickets or registration for admission to the trade fair
- payment of travel and accommodation costs
- fees
- Personal protection
- coordination of signing queues
- if applicable, registration of the event with GEMA/VG Wort and any applicable fees
- book sales at the trade fair in accordance with Point 1.11. Book Sales. Leipziger Messe GmbH creates spatial conditions at its own forums at the fair so that the main organiser can carry out book sales and book signings independently for the respective forum event.
- during events on the exhibition grounds, the volume limit of 70 dB(A) must be complied with and exhibition aisles, escape routes and emergency exits must be kept clear in accordance with Point 1.19. Presentations – Communications Technology.
- compliance with the specifications of the respective event location, in particular with regard to compliance with legal regulations (laws, ordinances, hygiene measures)

### 2.9. Technical Equipment of the Event Forums and Rooms

Leipziger Messe GmbH provides premises (event forums) on the exhibition grounds for the programme, which are equipped with event technology and furnishings. The event rooms arranged in Leipzig and the surrounding area may be equipped with event technology if required. The costs are to be requested individually.

Any event technology required must be registered by the main organiser in good time as this may have a bearing on the selection of the event space.

### 2.10. Admission Fees and Visitor Registration

Generally, no separate entrance fee will be charged for the events.

If it is necessary to charge admission fees for events in the city in order to compensate for additional costs, the main organiser must coordinate this with the Leipzig liest project team and inform them of this. The main organiser must also inform the project team if visitors only have access to events with pre-reservation or pre-registration and where visitor registration is possible.

### 2.11. Third Party Rights

The main organiser must ensure that texts, images, sound and film materials made available to Leipziger Messe GmbH for publication are free of third-party rights; and in particular that they do not infringe any personal rights or industrial property rights.

At the same time, the main organiser shall undertake to indemnify Leipziger Messe GmbH against all claims – including claims for damages – asserted by third parties against us due to an infringement of their rights by the aforementioned content.

### 2.12. Event Streaming

Digital events may be displayed in the event database. The main organiser shall create and be responsible for the (live) stream and notifies Leipziger Messe GmbH of the link in good time. In doing so, the main organiser must observe the copyrights of his event, as only events for whose content he has the rights may be streamed. Each video platform has its own terms of use, which the main organiser shall be responsible for complying with. The streams shall be linked during, and up to 3 months after, Leipzig Book Fair/Manga-Comic-Con on the website: [www.leipziger-buchmesse.de](http://www.leipziger-buchmesse.de). Thereafter, these links will be removed from the website. The streams shall remain available on the video platform chosen by the main organiser and must be removed independently if he no longer wishes to show the content.

Leipziger Messe GmbH shall reserve the right to carry out streaming at its own events with participation and to publish the audio and video content on the internet.

Leipziger Messe GmbH  
July 2023 (M8847)