



MANGA-COMIC-CON

The convention at Leipzig Book Fair | 27-30 March 2025



**LEIPZIGER
MESSE**

EXHIBITING

at Manga-Comic-Con

Don't Miss Out on Exhibiting

Planning and costing your stand

Dates, trade fair rentals, stand offers

Planning events as part of Leipzig liest reading festival

Participation and fees



INTRODUCTION



Together with Leipzig Book Fair, Manga-Comic-Con (MCC) attracts almost 300,000 visitors to Leipzig every year. This combination ensures a very special mix of visitors from the manga and comic community as well as interested literature fans - all people who like to think outside the box and seek new inspiration. In addition, there are around 3,000 media professionals, from traditional journalism to the constantly growing BookTok community, who ensure enormous public awareness.

The spectrum of MCC ranges from manga, comics and anime to fashion, cosplay and drawing accessories to computer and video games. Use the Manga-Comic-Con to gain new fans and get the community excited about what you have to offer!

Would you like to know more about the benefits of your participation? Find out more here:
www.manga-comic-con.de/en/exhibit/become-an-exhibitor/your-advantages

Have you already decided to register as an exhibitor? Then you will find all the important information for your trade fair planning on the following PDF pages.

To **register**, please use the online access on our website and observe our General and Special Conditions of Participation as well as the Technical Guidelines: **www.manga-comic-con.de/standregistration**

You can submit your event requests via your customer account once you have been admitted to the trade fair.

We look forward to seeing you!

If you have any questions regarding your trade fair planning, please contact our exhibitor hotline at aussteller@manga-comic-con.de or +49 341 678-6953.



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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 m² 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** at the special price by **31.08.2024**, we offer you a **price advantage** on the trade fair 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 m² 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

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

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 2025 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 via the corresponding link to the event account
- | Access the Exhibitor Services Shop to order additional services

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

Please be aware of the deadlines for your orders (see also page 7 under „Deadlines“).

- | 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

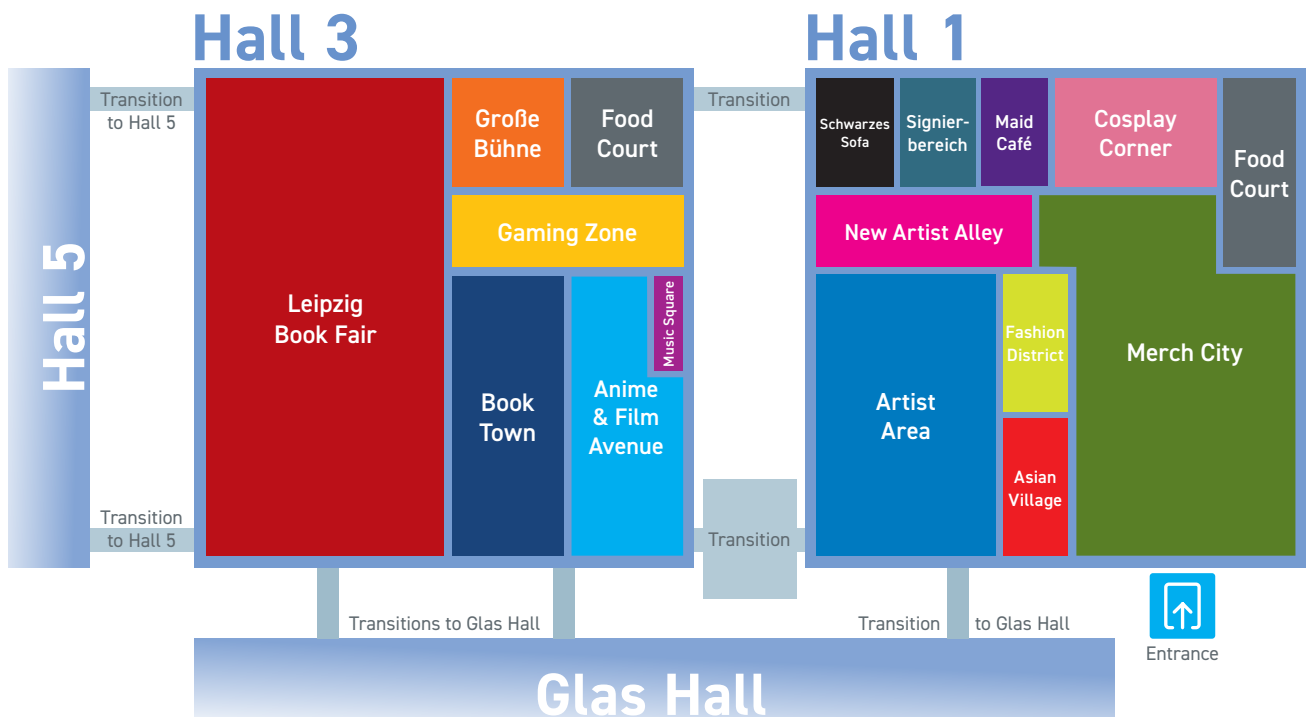


EXHIBITION AREAS AND HALL LAYOUTS

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 July 2024
Mailing of stand admission	Exhibition stand	After exhibitor registration processing
Start of hall layout planning and stand allocation	Exhibition stand	from September 2024
Deadline: Exhibitor registration at a special price	Exhibition stand	31 August 2024
Registration opens for event requests	Leipzig liest	1 October 2024
Registration deadline for exhibitors	Exhibition stand	1 November 2024
Media shop for exhibitors opens (booking for additional advertising opportunities, e.g. in the exhibitor directory or the app)	Exhibition stand	from November 2024
Registration deadline for event requests	Leipzig liest	29 November 2024
Exhibitor directory goes online	Exhibition stand	early December 2024
Ticket shop opens for visitors		from December 2024
Mailing of stand allocations (hall and stand numbers)	Exhibition stand	from January 2025
Exhibitor directory with stand numbers goes online	Exhibition stand	from January 2025
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 2025
Entry deadline for events with their own venue and editorial deadline	Leipzig liest	15 January 2025
Modification of stand construction / stand enlargements as far as possible	Exhibition stand	until 12 February 2025
Leipzig liest programme goes online	Leipzig liest	27 February 2025
Late surcharge for selected services in the shop for exhibitor services	Exhibition stand	for orders from 27 February 2025
Shop for exhibitor services closes	Exhibition stand	18 March 2025
Manga-Comic-Con		27-30 March 2025

Further dates (e.g. stand set-up and dismantling times) can be found on our website www.manga-comic-con.de/dates and in our Special Conditions of Participation.



PRICE LIST FOR EXHIBITION SPACE

Exhibitors benefit from a **price advantage** when registering at the special price until **August 31, 2024**. In order to start planning Manga-Comic-Con with a secure registration status, the **registration deadline is 1 November 2024**. 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 31.08.2024 (Special price)	Trade fair rent for registration from 01.09.2024
Small stand S	4 m ²	EUR / m ² 201.00	EUR / m ² 222.00
Small stand M	6 m ²	EUR / m ² 215.00	EUR / m ² 237.00
Small stand duo*	4 m ²	EUR / m ² 273.00	EUR / m ² 302.00
Small stand creative S	4 m ²	EUR / m ² 201.00	EUR / m ² 222.00
Small stand creative M	6 m ²	EUR / m ² 215.00	EUR / m ² 237.00
Complete stand „Standard“	from 8 m ²	EUR / m ² 272.00	EUR / m ² 300.00

* 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 ²	EUR 250.00

Self-build stand

	Stand size	Trade fair rent for registration until 31.08.2024 (Special price)	Trade fair rent for registration from 01.09.2024
Exhibition rent for self-build stand	from 4 m ²	EUR / m ² 239.00	EUR / m ² 263.00

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 ² (New Artist Alley)	EUR 44.00
Fee for main exhibitors with small stands (4 or 6 m ²)	EUR 98.00
Fee for main exhibitors with stands of 8 m ² and larger	EUR 213.00
Fee for co-exhibitors	included in the fee for co-exhibitors

Mandatory for all main exhibitors

AUMA fee	EUR / m ² 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 ²)	EUR 187.00
Fee for all other variants (from 8 m ²)	EUR 245.00

Other fees

co-exhibitors	EUR 252.00
other companies additionally represented	EUR 163.00
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 47.00
Processing fee for stand changes from 13 February 2025	EUR 63.00
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 120.00
Late booking surcharge for registration from 2 November 2024 (with 6 m ² or less) per stand	EUR 300.00
Late booking surcharge for registration from 2 November 2024 (with 8 m ² or more) per stand	EUR 550.00
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 ²
Surcharge for co-exhibitor late bookings for registrations from 16 December 2024 (per co-exhibitor)	EUR 63.00
Fee for closing off the side of a stand along an aisle	for each meter or part there of EUR 105.00

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 ² stand space or less	EUR 200.00
for exhibitors with 8 m ² stand space or more	EUR 420.00

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 15.12.2024	EUR 63.00
after the co-exhibitor registration deadline from 16.12.2024	EUR 252.00

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

Just send an email to aussteller@manga-comic-con.de

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	S	duo	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 (number customizable on request)	✓	✓	✓
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

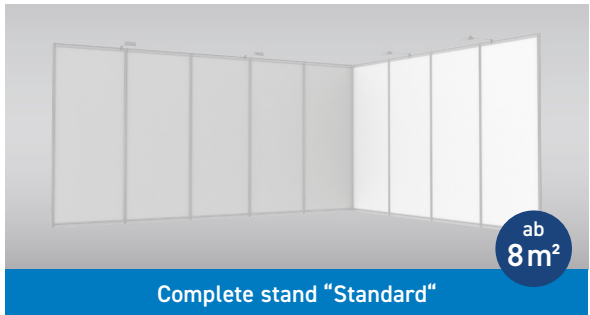
Mandatory fees: Electrical connection and Communication flat rate

NOTE: Please note that in accordance with the technical guidelines of Leipziger Messe, static elements for stabilization (frames, bracing) are mandatory for partition walls. Dismantling or modification of these is not permitted.



EXHIBITION STAND OFFERS

Overview of small and complete stand packages



Stand construction	creative S	creative 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 folding chairs	✓	✓	
3 Tables, black (70x70 cm, 100x70 cm, 120x70 cm)	✓		
3 Tables, black (120x70 cm)		✓	

*other colours available for a fee

Mandatory fees: Electrical connection and Communication flat rate







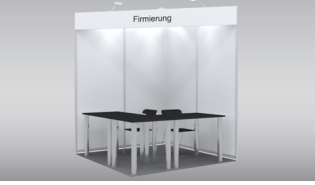
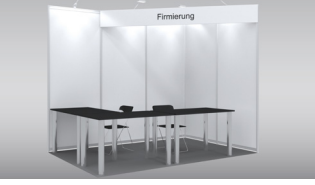


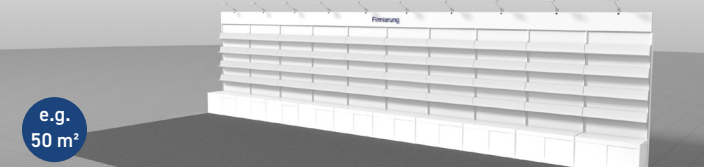
NOTE: Please note that in accordance with the technical guidelines of Leipziger Messe, static elements for stabilization (frames, bracing) are mandatory for partition walls. Dismantling or modification of these is not permitted.



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 2025). 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.

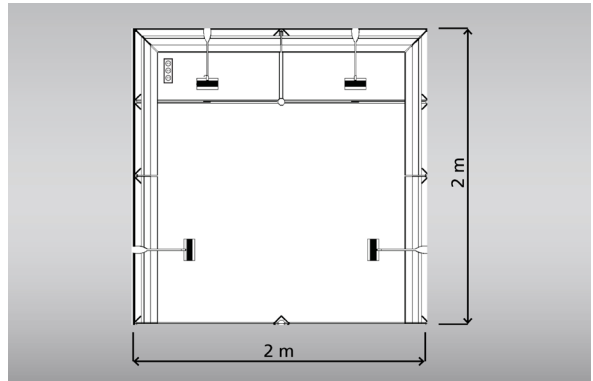
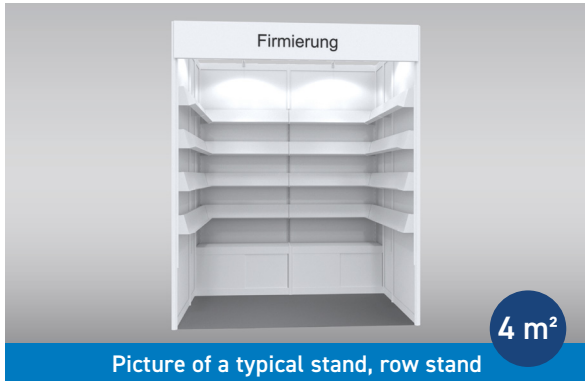
NOTE: Please note that in accordance with the technical guidelines of Leipziger Messe, static elements for stabilization (frames, bracing) are mandatory for partition walls. Dismantling or modification of these is not permitted.

<p>Small stand S 4 m²</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Small stand duo 4 m²</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Small stand M 6 m²</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Small stand creative S 4 m²</p>			<p>CORNER STAND</p>	
<p>Small stand creative M 6 m²</p>			<p>CORNER STAND</p>	
<p>Complete stand 'Standard'</p>	<p>ROW STAND</p>		<p>CORNER STAND</p>	
<p>Peninsula stand with 3 open sides</p>	<p>PENINSULA STAND</p>			



COMPLETE STANDS

Small stand S (4 m²)



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.

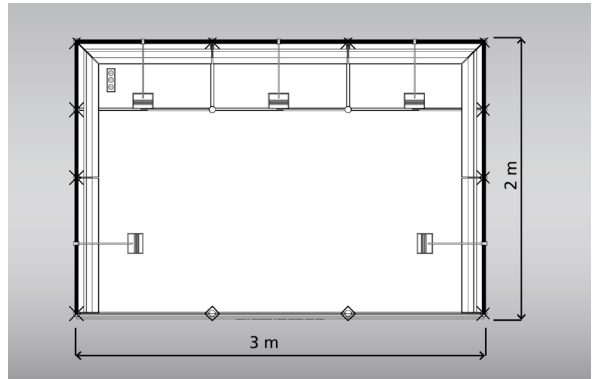
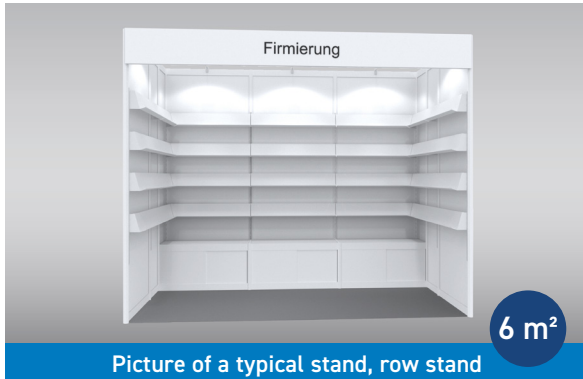
Sample quote	Registration by 31.08.2024 (Special price)	Registration from 01.09.2024 (Base price)
Trade fair rental incl. stand construction (4 m ²)	€ 804.00	€ 888.00
AUMA fee	€ 2.40	€ 2.40
Electrical connection (mandatory)	€ 187.00	€ 187.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 98.00	€ 98.00
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		
Total costs	€ 1,091.40	€ 1,175.40

All prices plus VAT.



COMPLETE STANDS

Small stand M (6 m²)



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 31.08.2024 (Special price)	Registration from 01.09.2024 (Base price)
Trade fair rental incl. stand construction (6 m ²)	€ 1,290.00	€ 1,422.00
AUMA fee	€ 3.60	€ 3.60
Electrical connection (mandatory)	€ 187.00	€ 187.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 98.00	€ 98.00
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		
Total costs	€1,578.60	€1,710.60

All prices plus VAT.

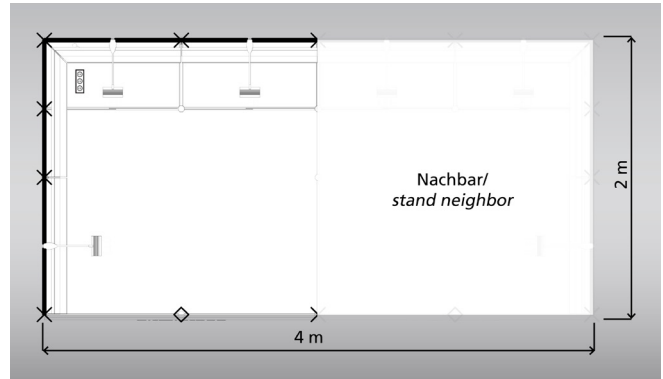


COMPLETE STANDS

Small stand duo (4 m²)



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 31.08.2024 (Special price)	Registration from 01.09.2024 (Base price)
Trade fair rental incl. stand construction (4 m ²)	€ 1,092.00	€ 1,208.00
AUMA fee	€ 2.40	€ 2.40
Electrical connection (mandatory)	€ 187.00	€ 187.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 98.00	€ 98.00
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		
Total costs	€ 1,379.40	€ 1,495.40

All prices plus VAT.

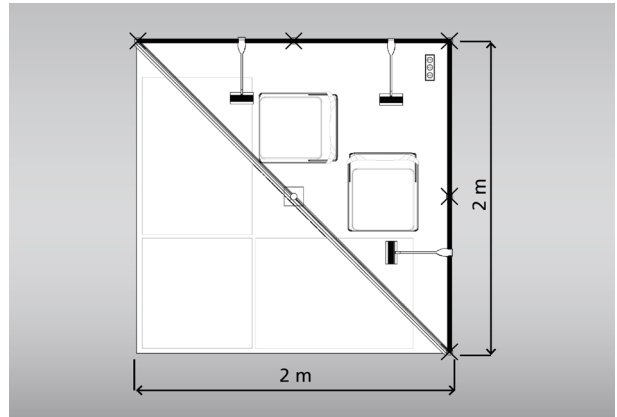


COMPLETE STANDS

Small stand creative S (4 m²)



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 folding chairs**, Seat/backrest/frame: black, 33x35x47/72 cm
- | **3 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.

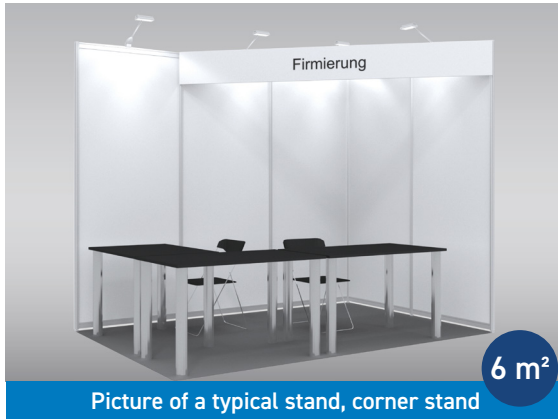
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Trade fair rental incl. stand construction (4 m ²)	€ 804.00	€ 888.00
AUMA fee	€ 2.40	€ 2.40
Electrical connection (mandatory)	€ 187.00	€ 187.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 98.00	€ 98.00
Free exhibitor 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		
Total costs	€ 1,091.40	€ 1,175.00

All prices plus VAT.

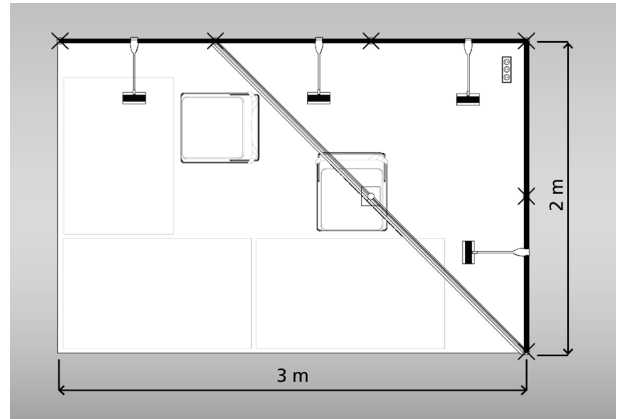


COMPLETE STANDS

Small stand creative M (6 m²)



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 folding chairs**, Seat/backrest/frame: black, 33x35x47/72 cm
- | **3 tables**, 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.

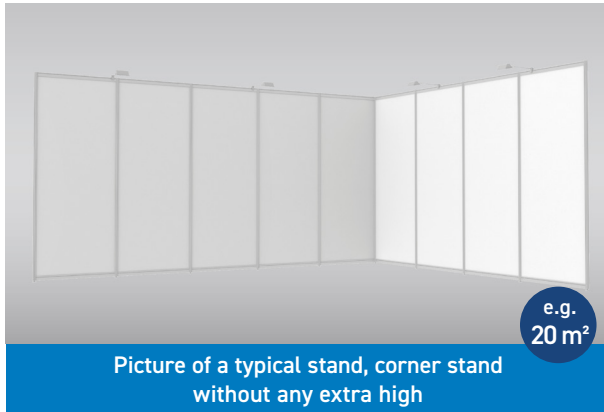
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Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 98.00	€ 98.00
Free exhibitor passes (for the main exhibitor according to Stand size + one pass for each co-exhibitor)	3 passes	3 passes
Co-exhibitor fee, where applicable		
Leipzig liest fee 1, where applicable		
Total costs	€ 1,578.60	€ 1,710.60

All prices plus VAT.



COMPLETE STANDS

Complete stand "Standard" (from 8 m²)



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 m² 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 ²	Registration by 31.08.2024 (Special price)	Registration from 01.09.2024 (Base price)
Trade fair rental incl. stand construction (20 m ²)	€ 5,440.00	€ 6,000.00
AUMA fee	€ 12.00	€ 12.00
Electrical connection (mandatory)	€ 245.00	€ 245.00
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 213.00	€ 213.00
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		
Total costs	€ 5,910.00	€ 6,470.00

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 is also the place for creative discoveries of young artists around Manga, Comic & Co. 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 m²)

Trade fair rental incl. stand construction (2 m ²)	€ 250.00
AUMA fee	€ 1.20
Free exhibitor pass	1 pass
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 44.00
Leipzig liest fee 1, where applicable	

Total costs € 295.20

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 ²	Registration by 31.08.2024 (Special price)	Registration from 01.09.2024 (Base price)
Trade fair rental incl. stand construction (12 m ²)	€ 2,868.00	€ 3,156.00
AUMA fee	€ 7.20	€ 7.20
Communication flat rate (i.e. mandatory entry in the exhibitor directory)	€ 213.00	€ 213.00
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		
Total costs	€ 3,088.20	€ 3,376.20

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



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 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 2024, 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 ² exhibition space 1 pass	21 to 40 m ² exhibition space 6 passes
4 m ² exhibition space 2 passes	42 to 60 m ² exhibition space 8 passes
6 m ² exhibition space 3 passes	62 to 100 m ² exhibition space 10 passes
8 to 20 m ² exhibition space 4 passes	From 102 m ² the number of exhibitor passes increases by 2 for every 50 m ² 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 2024 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, role-playing 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 29, 2024. 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 m² of stand space

Stand size	Maximum number of events
Small stand, 4 m ²	1
Small stand, 6 m ²	2
8 to 10 m ²	3
12 to 18 m ²	5
from 20 m ²	+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 m² 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

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

How do I register my events?

You will be able to submit your event requests via a corresponding link in your customer account by the end of November 2024 as soon as you have been accepted to the Book Fair. Registration also constitutes an application to be entered into the event calendar. The Leipzig liest team will consider the applications and confirm the events that are possible from January 2025. 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

Take advantage of this unique opportunity to present your brand and products to our loyal and enthusiastic community on site. Together we will create an unforgettable experience and offer you a platform on which your message can be placed effectively and with a wide reach. Benefit from additional advertising opportunities at the exhibition centre and online and make an impressive presence as an exhibitor.

Sponsoring

Support our convention with targeted sponsorship in various exciting areas:

- Branding of the fan wristbands
- Trailer display on the main stage or in the anime cinema
- Gamesroom
- New Artist Alley
- "Anime Kino"
- "Große Bühne"
- "Schwarzes Sofa" Forum
- Leipzig Cosplay Competition

Are you interested in being a sponsor at Manga-Comic-Con? Please contact our team at aussteller@manga-comic-con.de - we will be happy to send you detailed information and find individual solutions together.



Trade fair media

Benefit from the exclusive media services of our partner Neureuter Fair Media and showcase your brand perfectly. Book additional advertising options such as prominent logo entries in the exhibitor directory, adverts in the Conbuch and online banners.

The Neureuter Fair Media media shop opens at the beginning of November 2024.

If you have any questions, you can contact Neureuter Fair Media at mcc@neureuter.de at any time.

Advertising space

Take advantage of the diverse advertising opportunities on the Leipziger Messe exhibition grounds to put your brand even more centre stage - be it with eye-catching advertising banners in the glass hall or advertising arches in the glass tubes. Maximise your reach and leave a lasting impression on visitors to Manga-Comic-Con.

If you require further information, please contact Mr Peter Schippel at werbeflaechen@fairnet.de.





REACH YOUR CUSTOMERS

Advertising material, press and public relations work

As an exhibitor, you can strategically draw attention to yourself and benefit from the **advertising materials and PR support** available at Leipzig Book Fair.

Here you will find print and online advertising material, logos and information on press and public relations work: www.manga-comic-con.de/advertising

Innovative programme formats at Leipzig Book Fair

We also offer you the opportunity to participate in our **innovative programme formats** and reach your target group directly. These include the **#buchbar** - the place for personal encounters between authors and readers, the **signing area** in Hall 1 and Hall 4, **UVERSE** - the Youth Campus for Generation Z or the **Music Café** and the **Music Teaching Day**. Details regarding booking options will be available on our website as of autumn.





ROOM RENTAL

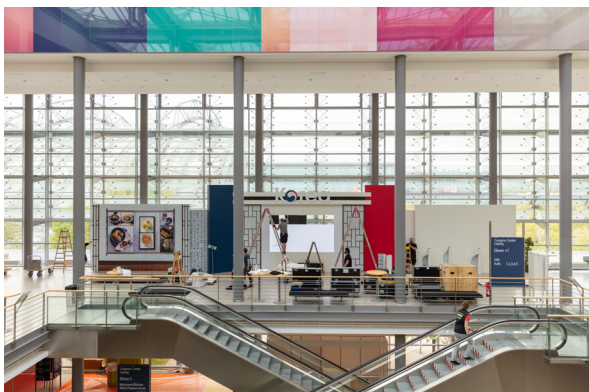
Renting meeting rooms and conference halls

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. We would be happy to put together a firm offer for you. For more Information visit: www.manga-comic-con.de/raumvermietung



Updated: June 2024 | Subject to change



ROOM RENTAL

CCL Prices

Number of people	up to 2 hours	up to 4 hours	4 hours or more
Up to 12	€ 120	€ 245	€ 490
Up to 38	€ 245	€ 430	€ 675
Up to 100	€ 365	€ 615	€ 980
Up to 180	€ 490	€ 860	€ 1.160
Up to 380	€ 600	€ 1.050	€ 1.430
Over 380	€ 820	€ 1.445	€ 1.955

Messehaus Prices for K Rooms

Number of people	up to 2 hours	up to 4 hours	4 hours or more
Up to 16	€ 120	€ 245	€ 490
Up to 30	€ 245	€ 430	€ 615

Messehaus Prices for M Rooms

Number of people	up to 2 hours	up to 4 hours	4 hours or more
Up to 56	€ 245	€ 430	€ 675
Up to 124	€ 365	€ 615	€ 980
Up to 206	€ 490	€ 860	€ 1.160
Up to 330	€ 600	€ 1.050	€ 1.430

All prices plus VAT.



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). 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 is 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 should not 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).

AUMA

On the AUMA (Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft e. V.) website at 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/m² plus VAT. You can find more helpful information at: www.auma.de/en/exhibit/exhibiting-successfully/exhibiting-in-germany

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
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

Exhibitor Service

Phone: +49 341 678-6953
aussteller@manga-comic-con.de

Leipzig liest Event Planning

Phone: +49 341 678-8015
leipzig-liest@leipziger-buchmesse.de



[/mangacomicon](#)

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



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