



LEIPZIG LIEST (LEIPZIG READS)

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.



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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:
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