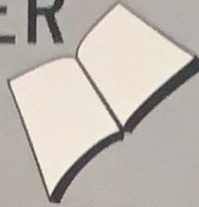


12-16 October 2011

FRANKFURTER BUCHMESSE

GUEST OF HONOUR >ICELAND<



REGISTRATION SET

A quick overview

Your registration documents for the Frankfurt Book Fair 2011

From us for you _____ page

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- What happens after registration? _____ 27
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just tick once for all-in service! _____ 28

Your registration (enclosed in folder pocket)

- Registration forms
- Information for your registration – tips on filling out the forms



5.1-E938
Agencia Literaria
Carmen Balcells S.A.
Ms. M. Teresa Pintó
Diagonal 580, Pral. 1
08021 BARCELONA
SPAIN

Your Registration Set 2011

Dear Ms Pintó,

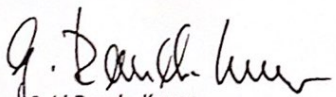
Did your presence at the Frankfurt Book Fair 2010 meet your expectations, or even exceed them? We are happy for you and would like to cordially invite you to secure your participation for 2011, by filling in the enclosed registration form. That way you can be sure you will once again be part of the worldwide largest marketplace for content and licences.

The future cannot be put on hold. In 2010, many new exhibitors are enriching the Frankfurt Book Fair with crossmedia topics. The Fair will continue to provide a fertile environment for this development by building on the success of our new digital initiative Frankfurt SPARKS, as well as expanding our range of top-class events and targeted contact programmes to bring together potential business partners. At the same time, the presentation of printed books will continue to be given ample space.

The Frankfurt Book Fair will also continue to help you plan your future Fair presence, with individual advice, new offers and services - for example, free WLAN Internet access and the new Fair Package. Our goal is to make planning your stand at the Fair as easy and efficient as possible.

What other offers do you think could further boost your Fair success? Let's talk about this in person! Your usual contact person would be happy to greet you in the offices and Clients Lounges of the Frankfurt Book Fair, or also by phone (contact information on the inside of your Registration Set).

We look forward to seeing you again in October 2011!

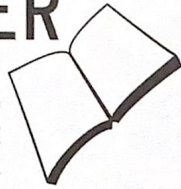


Gabi Rauch-Kneer
Vice President Exhibition Management
Frankfurt Book Fair

12-16 October 2011

FRANKFURTER BUCHMESSE

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Registration forms 2011

Frankfurt Book Fair 12-16 October 2011

→ NEW IN 2011: Fair Package

Fully fitted 12 sqm stand with a wide range of extras.
Come and see our model stands at the Book Fair 2010.
Hall 8.0 C 928 | Hall 4.2 Foyer