

6-10 October 2010

FRANKFURTER BUCHMESSE

GUEST OF HONOUR >ARGENTINA<



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CENTRE FOR PHOTOGRAPHY & ILLUSTRATION 2010

Marketplace for the industry of picture licensing

THE ENTIRE MEDIA MIX

The Frankfurt Book Fair is the most important marketplace in the world for books, media, rights and licences. More than 7,300 exhibitors from 100 countries come here to present their books, magazines, digital content and related products to more than 290,000 visitors (both trade visitors and the general public) and about 10,000 journalists.

In short, the whole spectrum of professionals in the publishing and media industries, including all its many service providers, meets up in Frankfurt in October.

A CENTRE FOR PHOTOGRAPHY & ILLUSTRATION

As a result of the increasing importance of photography and illustration in the media world, the interest in photography and illustration rights at the Frankfurt Book Fair has also increased.

The »Centre for Photography & Illustration« is the natural place for photo and illustration agencies to meet their buyers. Not only is this a meeting place for the entire international publishing industry, but also for an increasing mix of representatives from the cultural sector and other creative industries. Your customers from all areas of the press, publishing and multimedia world will be at the Fair – make sure you don't miss it!

The Centre for Photography & Illustration is located in Hall 4.1, near the art book publishers and in the midst of German fiction

publishers. This collective presentation area for agencies and illustrators including a café is the key meeting place for all professionals in the picture industry.

It has never been easier to participate in the world's largest Fair for the book and media trade. Whether for the trade visitor days only, or for the entire duration of the Fair, we offer you a table with Internet access and the opportunity to advertise your presence with an eye-catching Screen presentation. The table is located in a fully equipped centre operated by the German Association for Press Photo Agencies and Photo Archives (Bundesverband der Pressebild-Agenturen und Bildarchive – BVPA). In this pleasant atmosphere, in the middle of the Fair, you have the perfect place to meet customers and establish new contacts.

CUSTOMER PROXIMITY AND MEDIA ATTENTION

When you attend the Centre for Photography & Illustration, you will not only be close to your customers, your target groups will also be informed in advance about your presence. In addition, you will profit from numerous other opportunities for networking and professional training – only possible at the largest publishing and media trade fair in the world.

With the attendance of about 10,000 journalists and the world's largest radio and television stations, the Frankfurt Book Fair offers the ideal setting for you to present your company and your work in the limelight of media attention.

Another plus is the Frankfurt Book Fair portal www.book-fair.com, where you will find the addresses of other Fair participants, the latest industry news as well as many opportunities to prepare your time at the Book Fair effectively.

Join us! The official registration deadline is 31 August 2010. You will find prices, services and participation conditions enclosed. If you have any questions or would like to register, please contact Ilona Zeiss of the Frankfurt Book Fair, who will be happy to assist you at any time. Contact her by e-mail: zeiss@book-fair.com or phone: +49 (0) 69 2102-219. The Centre for Photography & Illustration is a cooperation of the Frankfurt Book Fair, the BVPA (German Association for Press Photo Agencies and Photo Archives) and CEPIC (Centre of the Picture Industry). Media Partner is the Pictorial Magazine.



CENTRE FOR PHOTOGRAPHY & ILLUSTRATION

Be seen!