



MANGA-COMIC-CON
Die Convention zur Leipziger Buchmesse

Leipzig liest (Leipzig reads) Information on Holding Events



**Leipziger
Buchmesse**

Leipzig liest
21.–24. März 2024

Leipzig Book Fair and Manga-Comic-Con have much more to offer than just an exhibition stand

All exhibitors have the opportunity to present their authors, books and programmes in addition to their exhibition stands. A perfect option can be to organise an event at the Leipzig liest reading festival.

When planning your event, please take note of the information given here, as well as the [conditions of participation Leipzig liest](#).

Why is an event at the Leipzig liest reading festival ideal to complement your exhibition stand?

- Direct contact to readers (interaction)
- Discussions on the subject and content of the event or book
- Forums at the fair where visitors can discover new stories and content
- Added flair at various distinctive event venues across the city
- Savings on organisation and costs for events
- Opportunities to offer book sales and signings
- Marketing for authors, books and companies as well as media attention if desired

Your event

You have various options to make your event slot whatever you want it to be: a reading, a panel discussion, an interactive chat with your audience, a Workshop for children or young people, an event for special target groups of professionals, a music performance, book signings or a lecture. The wide range of events is what makes our programme so special.

There are no restrictions from us on the content. When registering for events, you have many options for classifying your event entries thematically and enriching their content. This ensures filterability and findability in the overall digital program.

The responsibility for carrying out the event lies with the respective organiser or the registering company according to section 9 of the [Conditions of Participation](#).

Our service guarantee

- Allocation of event slots
- Organisation, construction, equipment and management of forums at the Leipzig Exhibition Centre
- Selection, arrangements, agreements and technical equipment for venues in and around Leipzig
- Publication of programmes, advertising, PR, cooperation with the media

Dates

- Event registration from 2 October to 30 November 2023
- Registration of self-organised events (at your own venue) by 15 January 2024
- Confirmation (per email and dashboard) of the organised events from mid-January 2024
- Programme available online from 22 February 2024
- Leipzig Book Fair and Manga-Comic-Con 21 to 24 March 2024

Venues

Leipzig Book Fair Forums

The following forums will be available in the halls at the Leipzig Exhibition Centre (subject to change):

Hall 1

- Schwarzes Sofa
- Signing area
- Workshoproom
- Anime Kino

Hall 2

- Forum Literatur + Audio
- Forum Sachbuch
- Forum Sachbuch + Wissenschaft
- Trendforum Bildung



Hall 3

- Lesebude
- Lese-Treff
- Phantastische Leseinsel 1
- Phantastische Leseinsel 2
- Große Bühne
- [UVERSE](#)

Hall 4

- Forum Literatur
- Forum Sachbuch
- Forum Halle 4
- Signing area Leipzig liest
- Forum Weltweit
- Café Europa
- Forum International + Übersetzerzentrum
- Musikzimmer
- Musik-Café

Hall 5

- Leseinsel Junge Verlage
- Forum Literatur
- Forum Sachbuch
- Autor:innen bzw. Selfpublisher
- Fachforum + Literatur

Other

- Curated Stages, e.g. Forum offene Gesellschaft, Forum Unterrichtspraxis, Medienforum, autoren@leipzig, #buchbar, Forum die UNABHÄNGIGEN
- Stages for Exhibitors, e.g. Guest of Honor the Netherlands and Flandern, ZDF-Bühne, ARD-Forum, Traduki

Time schedule for the forums

Events on the exhibition grounds usually take place in the period from 10.30 a.m. to 6 p.m. The event time is generally 30 minutes (including changeover and conversion times). The schedule is subject to change without notice.

Slot 1	10:30–11:00 am
Slot 2	11:00–11:30 am
Slot 3	11:30–12:00 pm
Slot 4	12:00–12:30 pm
Slot 5	12:30–1:00 pm
Slot 6	1:00–1:30 pm
Slot 7	1:30–2:00 pm
Slot 8	2:00–2:30 pm
Slot 9	2:30–3:00 pm
Slot 10	3:00–3:30 pm
Slot 11	3:30–4:00 pm
Slot 12	4:00–4:30 pm
Slot 13	4:30–5:00 pm
Slot 14	5:00–5:30 pm
Slot 15	5:30–6:00 pm



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CCL

At the Congress Center Leipzig (CCL), rooms are available for hire in various sizes. Please indicate what kind of room you require when registering your event.

If you have any questions, please send them to Maren Hein at m.hein@leipziger-messe.de.

Venues in the City

Events in the city usually take place from 6 pm. Please select in the event registration that you would like an event in the city. The Team Leipzig liest will contact you and assist you in finding a suitable venue.

Book signings and Book sale at the Leipzig Exhibition Centre

Signing sessions should not take place at the trade fair stand to ensure that escape routes are clear and not blocked by signing queues.

A signing area is available for book signings for the MCC in Hall 1 and for Leipziger Buchmesse/Leipzig liest in Hall 4.

If you would like to organize signing sessions, please contact your responsible project manager.

When hosting an event at one of our forums, you can use the table for signing and book sales located at the respective forum for 30 minutes after the event.

The event host is responsible for organising these book sales and book signings. [Here](#) you can find more information on book sales at the Leipzig Book Fair.

Event Streaming

Technical equipment for events is available at our forums (microphones, audio systems, laptops, projectors). This does not include technical equipment for streaming events or any staff support. If you wish to stream your event, please indicate this when registering it. If required, we can install streaming equipment in our forums. To cover the resulting costs, we will charge a fee of €990 per streamed event.

If you would like to stream your event in the city, please also indicate this on your registration. We will put you in touch with suitable venues and technical companies for you to cooperate with.

Overnight stays in Leipzig

Our team is happy to support you in booking hotel rooms for your authors and other contributors to your events. You can find an overview of the hotels here: <https://www.leipziger-buchmesse.de/en/exhibit/book-hotel/>

Hotel bookings: Phone: +49 (0)341 678-6860, Monday to Friday from 9 am to 5 pm

Fax: +49 (0)341 678-8722

Email: hotelreservation@leipziger-messe.de

Advertising

If you are interested in placing an **advert** on the website at <https://www.leipziger-buchmesse.de/en/>, please contact

NEUREUTER FAIR MEDIA
Ines Richter

Phone: +49 (0)341 678-27782

Email: LBM@neureuter.de

What does it cost to take part?

Your payment provides a contribution towards financing the costs of organising events and the costs of the venues.

The fee for the Leipzig liest reading festival is used to finance the publishing of the programme.

For main exhibitors we charge a fee of 45, -€ per published event entry.

For co-exhibitors we charge a fee of 99, -€ per published event entry, if it is published under their name. (Exceptions are digital events, signing sessions or events at your own stand/venue - these will be charged with a fee of 45, -€).

Please also note other costs for which you are responsible within the framework of your event, e.g. admission tickets and, if applicable, fees for programme contributors (see § 2.8. "Responsibilities" in the [Conditions of participation Leipzig liest](#))

How many events can I register and host?

The number of event locations is limited and we will not be able to grant all event requests. There are various criteria to consider when deciding whether events can go ahead. These criteria include the size of your exhibition stand, the topicality of the title and the relevance to current themes being communicated at Leipzig Book Fair (e.g. a focus on particular countries or subjects).

You can register more events than are shown in the events-per-stand table. The additional events will be taken into consideration if enough venues are available. When you register, please let us know which events are most important to you.

Events per Stand

Stand size	Maximum number of events
Small stand, 4 m ²	1
Small stand, 6 m ²	2
Up to 10 m ²	3
Up to 19 m ²	5
+ 20 m ²	+ 2
<i>The number of events can be increased by 2 for each additional 20 m² of exhibition space.</i>	
Co-exhibitors	0 or only in agreement with the main exhibitor

The area key does not apply to events at your own stand, in the CCL and for the "Musiklehrer:innen-Tag", as well as signing sessions and digital events.

Event registration

- Only authorised Leipzig Book Fair and Manga Comic-Con 2024 exhibitors are permitted to register events until 30 November 2023. After that, only self-organised events can be registered until 15 January 2024.
- Access to event registration is via your [exhibitor customer account](#) with Leipziger Messe.
- Event locations and partners will receive access to the online registration of events after they have coordinated with the Leipzig liest organizers.

Event registration of co-exhibitors

If you have **co-exhibitors** who wish to host events, they **must agree this with you as a Main exhibitor** because co-exhibitor events are included in the Main exhibitor's event allocation. **A link to the event registration for co-exhibitor is available on request from leipzig-liest@leipziger-messe.de.**

Therefore a registration as a co-exhibitor via the main exhibitor is a prerequisite. The event registration deadline for co-exhibitors is also November 30, 2023.



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Event customer account

Please note that you need a **separate event customer account** in addition to the exhibitor customer account in order to be able to access your events again later. This requires a new log-in (with the data from the previous year) or an additional registration.

Dashboard

You (personally) register for a separate Event-organizer customer account via the link to the event registration. This account has a personal [dashboard](#). Here you can:

- update your contact information under "**My Profile**".
- edit and add to your event submissions, as well as view the status of your event under "**My Submissions**".
- find a confirmation of your events including time and location under "**My Sessions**".

Changes and cancellation of events

Changes or updates to your events can be communicated to us continuously via your dashboard and [by mail](#). The **editorial deadline** for printed programme content and the online programme PDF is **January 15, 2024**.

If you wish to cancel an event, you can only do so by sending an email to leipzig-liest@leipziger-messe.de. We will not charge you for events that are cancelled before the programme is published.

Online Book Sales

You can enter the ISBN code of each book when you register an event. In the event calendar, visitors can then make online purchases of the books that are promoted at the event.

Contact

Feel free to contact us at any time if you have any questions related to your events:

Leipzig liest
Phone: +49 (0)341 678-8015
Email: leipzig-liest@leipziger-messe.de