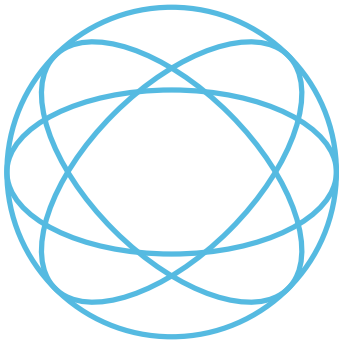




11–15 October 2017
**FRANKFURTER
BUCHMESSE**
Guest of Honour: France

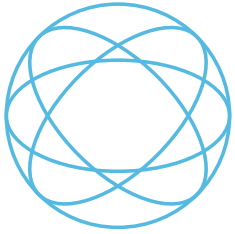


ORBANISM SPACE

Opportunities to co-operate with Orbanism Space
at the Frankfurt Book Fair #fbm17

www.orbanism.com/space





ORBANISM SPACE

The Orbanism Space at Frankfurt Book Fair 2017

With almost 300,000 visitors, more than 7,000 exhibitors; around 10,000 accredited journalists and well over 2,000 bloggers, Frankfurt Book Fair is the world's largest and most important trade fair for international publishing. It takes place in Frankfurt this year from 11–15 October.

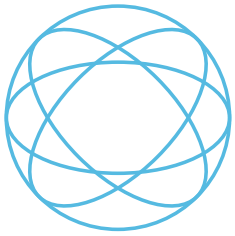
ORBANISM SPACE has been the digital meeting place in official partnership with the Frankfurt Bookfair since 2015 and provides a platform for digital content companies, 'influencers' and their communities as well as new event formats from BarCamps, to blogger meet-ups to AMAs ('Ask me Anything'). The space is very generously sized at 150 square metres and is strategically located in the popular Hall 4.1. Thanks to WiFi, charging stations for smartphones, drinks and snacks, the area is also widely used as a space to hang out by visitors and exhibitors alike. A variety of projections lend the ORBANISM SPACE its visionary look.

The five-day programme will be curated by the widely influential network experts Leander Wattig and Christiane Frohmann. The main focus is on digital issues in new constellations. A large stage is available in the ORBANISM SPACE for this purpose. Thanks to livestream communication (Facebook, YouTube, Twitter) as well as our very own social media team, all events will be available on-site and on the internet offering potential to reach a very high number of viewers.

ORBANISM SPACE offers sponsors and media partners differentiated and brand-specific channel formats.

Celebrity Guests:
Sascha Lobo
Judith Holofernes





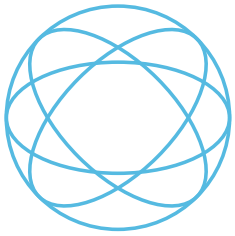
ORBANISM SPACE

Presence in the Orbanism Space

The place to be for digital content companies and projects, for publishing influencers, as well as a broad, cultural and digitally-conscious audience.

- Logo placement in the physical ORBANISM SPACE (Hall 4.1, Stall B91) for entire days or single events
- Organisation of own events
- Sponsoring curated events and community meet-ups
- Interactive initiatives
- Placement of advertising materials and distribution of product samples
- Opportunity for meetings in the 'Inner Space' (temporarily separable area)
- Hosting casual evening meetings in the ORBANISM CLUB (= Party Zone)
- Logo placement in the virtual ORBANISM SPACE (press releases, websites, social media)





ORBANISM SPACE

+++ NEW +++ ORBANISM AWARD

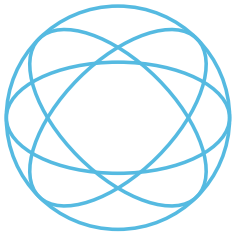
The prize for live marketing and events* – with a celebrity jury and an attractive supporting programme

Event organiser: ORBANISM and Frankfurt Book Fair

- Integration of the logo on the website where nominations will appear and are voted upon, with a link over the entire period of time
- Integration of the logo in the award presentation ceremony and a shout-out live from the stage
- Specific mention and where possible, a link in the description of the event pages on Facebook and LinkedIn as well as in other announcements of the event
- A blog post on orbanism.com/award with an introduction including dispersion over a range of social media channels
- Two separate acknowledgements of sponsorship on social media channels
- Shout-outs as a supporter over the course of our public relations work



* The ORBANISM AWARD is a further development of the Virenschleuder Prize, which has been presented since 2011. www.orbanism.com/award



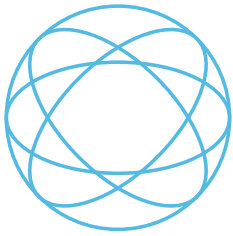
ORBANISM SPACE

+++ NEW +++ The Book Fair Bag

First developed in partnership with the Frankfurt Book Fair, The Book Fair Bag is an absolute must-have, long-lasting, practical to use and emotionally memorable.

- Certified organic cotton
- Printed with the motto ORBANISM SPACE 2017, front side in French (Guest of Honour: France), back side in English
- Printed with logo SPONSOR, logo FRANKFURT BOOK FAIR, logo ORBANISM
- Available in batches of 1,000 to 300,000
- Inserts available for batches from 1,000 units
- Sales through Frankfurt Book Fair





ORBANISM SPACE

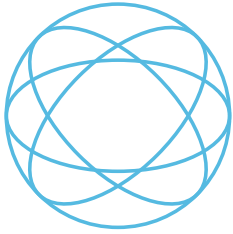
Sponsorship

ORBANISM SPACE

Product sponsorship	Event sponsor / 1 hour	Sponsor	Premium sponsor
upon arrangement	300€	2,000€	6,000€
<ul style="list-style-type: none"> • Presence of logo and a mention on site by the presenters • Mention and a link on the website, the event sites and on social media • Acknowledgments over the course of our public relations and promotional work • A blog post on www.orbanism.com/space with an introduction on a range of social media channels • Two separate acknowledgements of sponsorship on social media channels • Free day tickets 			
Extras for premium sponsors:		Prominent presence across all ORBANISM platforms: ORBANISM SPACE , ORBANISM AWARD , #pubnpub in the Book Lounge #fbm17, central Website www.orbanism.com , ORBANISM-event directory	

ORBANISM AWARD

Product sponsorship	Sponsor	Premium sponsor
nach Absprache	1,000€	3,000€
<ul style="list-style-type: none"> • Integration of the logo on the website where the nominations will appear and are voted upon, with a link over the entire period of time • Integration of the logo in the award presentation ceremony and a shout out live from the stage • Naming, and where possible, a link in the description of the event pages on Facebook and LinkedIn as well as in other announcements of the event • A blog post on www.orbanism.com/award with an introduction on a range of social media channels • Two separate acknowledgements of sponsorship on social media channels • Specific mention as a supporter over the course of our public relations work 		
Extras for premium sponsors:		Prominent presence across all ORBANISM platforms: ORBANISM SPACE , ORBANISM AWARD , #pubnpub in the Book Lounge #fbm17, central Website www.orbanism.com , ORBANISM-event directory



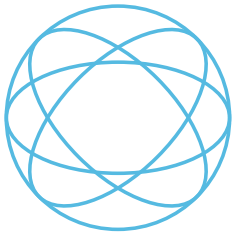
ORBANISM SPACE

Event	30 Minutes in the Programme	60 Minutes in the Programme	Premium
	600€	800€	upon arrangement
<ul style="list-style-type: none"> • Time on the event stage with a big screen in a large auditorium • Livestreams on our and your websites, on Facebook, YouTube and Periscope • Live coverage from our social media team on site (Snackable) • Space for discussions, product presentations, BarCamps, mini-conferences, parties, meet & greets • Introduction by L Wattig or C Frohmann – ORBANISM can also support you conceptually in the foreground • An entry in Frankfurt Book Fair and ORBANISM's directories • Acknowledgment and links on the website of ORBANISM SPACE and on social media as well as in public relations work • Free day tickets 			
Extras for premium sponsors:		Prominent presence across all ORBANISM platforms: ORBANISM SPACE, ORBANISM AWARD, #pubnpub in the Book Lounge #fbm17, central Website www.orbanism.com, ORBANISM-event directory	

	30 Minutes	60 Minutes
Inner Space If required, a separated area for influencers, sponsors, partners	150€	300€
Placement of advertising material Display assembly, maintained by the ORBANISM team	150€	300€

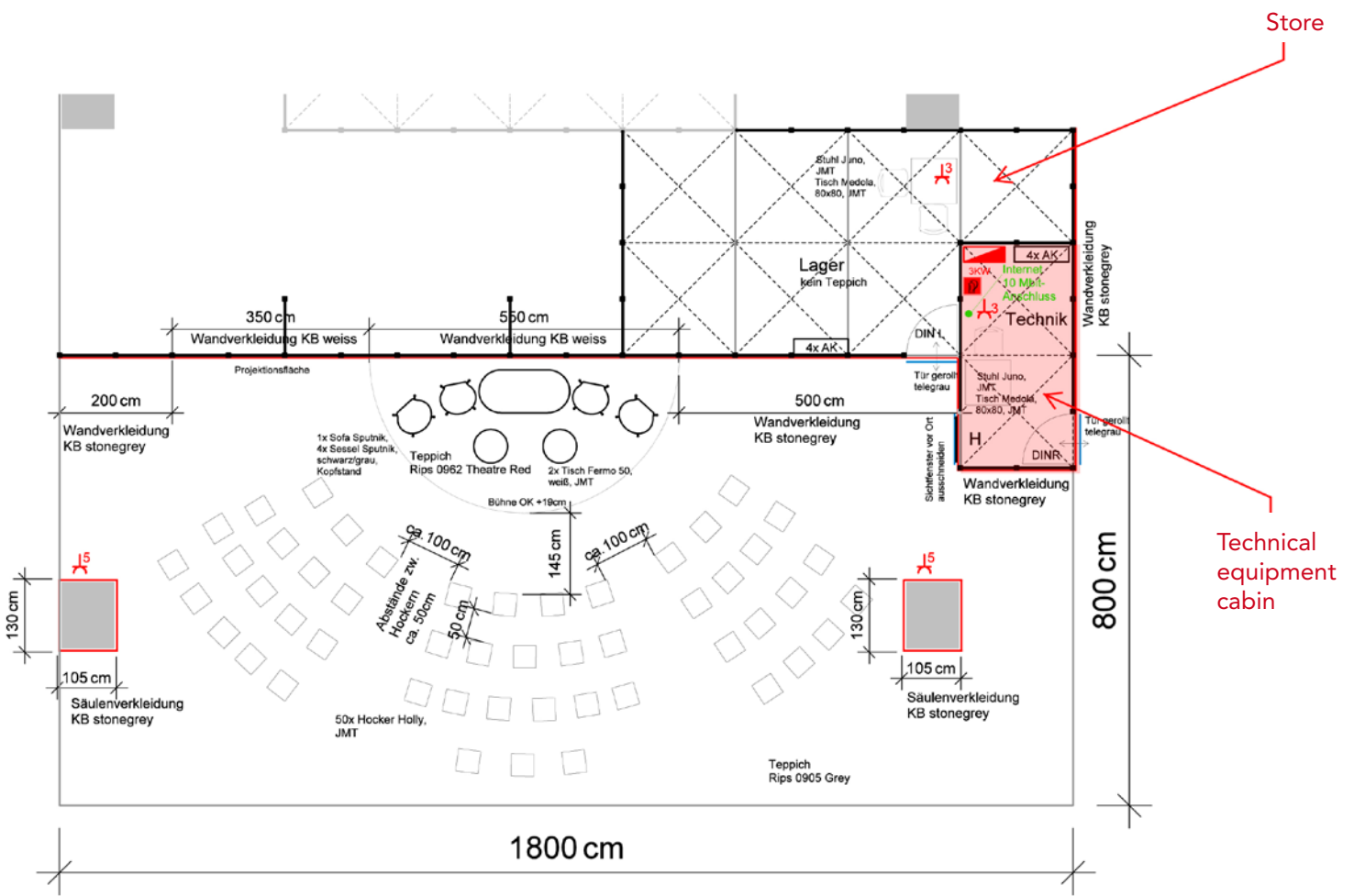
#fbm17-Bag	1,000 bags	10,000 bags	100,000 bags
Logo on bag Production and distribution at the book fair; SPONSOR logo next to FRANKFURT BOOK FAIR logo and ORBANISM logo	6€/bag	5€/bag	4€/bag
Insert in bag Deposited in bags and distributed at the book fair	3€/bag	2€/bag	1€/bag

Distribution to certain target groups for an additional fee

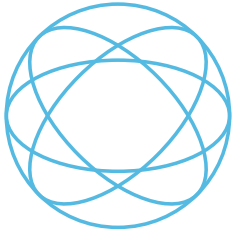


ORBANISM SPACE

Layout Effective 4 August 2017



- Wall panelling
- Column panelling
- ⏏³ Triple-power socket
- H** Half-height wall
- ▬ Electrical sockets
- WiFi



ORBANISM SPACE

Contact



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As a publisher ORBANISM concerns itself with the question of what makes an event a success and how to make it more visible, and as an events organiser, implements successful event formats such as ORBANISM SPACE, the ORBANISM AWARD and the meet-up series #pubnpub.

www.urbanism.com