



Customer No. _____

Sort Word _____

IMPORTANT: Inclusion of your keywords is a vital part of your Catalogue entry because it is via these keywords that your company can be found in the online catalogues at www.book-fair.com, on the information system at the Fair itself, the interactive Floor Plan and in the keyword index in the Catalogue of exhibitors (if applicable). At the same time, categorisation according to keywords can assist in determining your positioning at the Fair.

With this in mind, please indicate all the subject areas, business and products that apply to your company. In addition, we need a grading according to subject:

PLEASE ENTER THE NUMBERS 1-5 alongside your most important subject areas.

If needed, this information can be amended later at any time.

- 1. **Adventure**
- 2. **Advertising**
- 3. **Agriculture**
- 4. **Antiques & Collectibles**
- 5. **Architecture**
 - 5.1 Architectural History
 - 5.2 Individual Architects
 - 5.3 Landscape
 - 5.4 Architecture Reference Book
- 6. **Art**
 - 6.1 Crafts
 - 6.2 Book Art & Artist's Books
 - 6.3 Design
 - 6.4 Graphic Arts
 - 6.5 History/Theory of Art
 - 6.6 Individual Artist
 - 6.7 Artistic Guideline
 - 6.8 Artistic Photography
 - 6.9 Typography
- 7. **Autobiography/Memoirs**
- 8. **Beauty**
- 9. **Bible**
- 10. **Bibliography**
- 11. **Biography**
- 12. **Body, Mind & Spirit**
 - 12.1 Astrology
 - 12.2 Esoteric/New Age
 - 12.3 Body, Mind & Spirit Reference Book
- 13. **Business/Economics**
 - 13.1 Accounting
 - 13.2 Banks & Banking
 - 13.3 Electronic Commerce
 - 13.4 Finance
 - 13.5 International Business & Economics
 - 13.6 Investments & Securities
 - 13.7 Management
 - 13.8 Marketing
 - 13.9 Personal Finance
 - 13.10 Stock Exchange
 - 13.11 Taxation
 - 13.12 Branding/Merchandising
 - 13.13 Business Intelligence
 - 13.14 Patenting, Patent Information
- 14. **Cartography**
- 15. **Children's Books (Age 1-7)**
 - 15.1 Easy to Read
 - 15.2 Picture Books
- 16. **Child Care**
- 17. **Coffee Table Book/Picture Book**
- 18. **Comics/Cartoons**
- 19. **Computers**

- 19.1 Database Management
- 19.2 Educational Software
- 19.3 Entertainment
- 19.4 Hardware
- 19.5 Internet
- 19.6 Operating Systems
- 19.7 Programming Languages
- 19.8 Software
- 20. **Cooking**
- 21. **Crafts & Hobbies**
- 22. **Cultural History/Regionalia**
- 23. **Cultural Studies**
- 24. **Current Events**
- 25. **Education**
 - 25.1 Pedagogy
 - 25.2 Teaching Methods & Materials
 - 25.3 Textbooks/School
 - 25.4 Adult Education
 - 25.5 Art Education
 - 25.6 Early Childhood Learning
 - 25.7 Musical Education
 - 25.8 Occupational Training
 - 25.9 University
- 26. **Edutainment**
- 27. **Electronic Media**
- 28. **Electronic Publishing**
- 28. **Family & Relationships**
- 29. **Fashion**
- 30. **Fiction**
 - 30.1 Adventure
 - 30.2 Anthologies
 - 30.3 Classics
 - 30.4 Commercial
 - 30.5 Drama
 - 30.6 Erotica
 - 30.7 Family Saga
 - 30.8 Fantasy
 - 30.9 Fairy Tales
 - 30.10 Movie or Television
 - 30.11 Gay & Lesbian
 - 30.12 Historical
 - 30.13 Horror
 - 30.14 Humour
 - 30.15 Literary
 - 30.16 Mystery & Detective
 - 30.17 Novel
 - 30.18 Poetry
 - 30.19 Religious Literature
 - 30.20 Romance
 - 30.21 Science Fiction
 - 30.22 Short Stories
 - 30.23 Thriller
 - 30.24 War

- 30.25 Woman
- 31. **Food/Drink**
- 32. **Foreign Language Study**
- 33. **Games**
- 34. **Gardening**
- 35. **Gay & Lesbian Non-Fiction**
- 36. **Gift Book**
- 37. **Health & Fitness**
 - 37.1 Diet
 - 37.2 Wellness
- 38. **History**
 - 38.1 Ancient History
 - 38.2 Archaeology
 - 38.3 Contemporary History
 - 38.4 Medieval History
 - 38.5 Military History
 - 38.6 Modern History
- 39. **Horticulture**
- 40. **House & Home**
- 41. **How-To**
- 42. **Humour**
- 43. **Information Management**
 - 81.1 Knowledge Management
 - 81.2 E-Science
 - 81.3 Metadata
- 44. **Job/Career**
- 45. **Judaica**
- 46. **Juvenile Fiction (Age 8-12)**
- 47. **Juvenile Non-Fiction (Age 8-12)**
- 47. **Language Arts & Disciplines**
 - 47.1 Journalism
 - 47.2 Linguistics
 - 47.3 Literature
 - 47.4 Medieval Studies
- 48. **Law**
 - 48.1 Civil Law
 - 48.2 Criminal Law
 - 48.3 Human Rights
 - 48.4 International
- 49. **Letters**
- 50. **Lifestyle**
- 51. **Literary Criticism & Collections**
- 52. **Mathematics**
- 53. **Media/Information & Communication**
 - 52.1 Film/General
 - 52.2 Film/Production & Direction
 - 52.3 Film/Guides & Reviews
 - 52.4 Film/History & Criticism
 - 52.5 Film/Reference
 - 52.6 Film/Screenwriting
 - 52.7 Radio

- 52.8 Television/General
- 52.9 Television/Production & Direction
- 52.10 Television/Guides & Reviews
- 52.11 Television/History & Criticism
- 52.12 Television/Reference
- 52.13 Television/Screenwriting
- 52.14 Film/Subtitles
- 52.15 Television/Subtitles
- 52.16 Corporate Publishing
- 53. Medicine**
 - 53.1 Human Medicine
 - 53.2 Nursing
 - 53.3 Pharmacy
 - 53.4 Veterinary Medicine
- 54. Military**
- 55. Music**
- 56. Nature**
- 57. Non-Fiction**
 - 57.1 Academic Non-Fiction
 - 57.2 Popular Non-Fiction
- 58. Numismatics**
- 59. Performing Arts**
 - 59.1 Acting
 - 59.2 Dance
 - 59.3 Theatre
 - 59.4 Video
- 60. Pets**
- 61. Philosophy**
- 62. Photography**
- 63. Political Science**
- 83. Politics**
- 84. Psychiatry**
- 85. Psychoanalysis**
- 64. Psychology**
- 65. Publishing**
- 66. Reference**
 - 66.1 Dictionary
 - 66.2 Directories
 - 66.3 Encyclopaedias
 - 66.4 Yearbooks/Annuals
- 67. Religion**
 - 67.1 Theology
 - 67.2 Spirituality
- 68. Science**
 - 68.1 Astronomy
 - 68.2 Biology
 - 68.3 Botany
 - 68.4 Chemistry
 - 68.5 Ecology
 - 68.6 Environmental Science
 - 68.7 Geography
 - 68.8 Geology
 - 68.9 History of Science

- 68.10 Physics
- 68.11 Science Reference Book
- 68.12 Zoology
- 68.13 Natural History
- 69. Self Help**
- 70. Sexuality**
- 71. Social Science**
 - 71.1 Anthropology
 - 71.2 Ethnology
 - 71.3 Gender Studies
 - 71.4 Popular Culture
 - 71.5 Sociology
- 80. Specialist Information**
- 72. Sports & Recreation**
- 73. Study Aids**
- 74. Technology**
 - 74.1 Electronics
 - 74.2 Engineering
 - 74.3 Environmental
 - 74.4 Food Industry
 - 74.5 Power Resources
 - 74.6 Energy Technology
- 75. Transportation**
 - 75.1 Automotive
 - 75.2 Aviation
 - 75.3 Motorcycles
 - 75.4 Railroads
 - 75.5 Ships & Shipbuilding
- 76. Travel**
 - 76.1 Travel/General
 - 76.2 Travel/Adventure
 - 76.3 Travel/Essays & Travelogues
 - 76.4 Travel/Guides
- 77. True Crime**
- 78. Young Adult/Teenager Fiction**
(Age 13-19)
- 79. Young Adult/Teenager Non-Fiction**
(Age 13-19)

Branch of Business

- 1 Agency (see also 10 Literary Agency)
- 23 Antiquarian Book Trade
- 27 Art
- 2 Association
- 3 Bookbinding
- 28 Book Trade
- 4 CD/Diskette Production
- 5 Consulting
- 29 Cultural Institution
- 6 Design
- 30 Education
- 7 Film/Television
- 8 Gallery

- 25 Information Services
- 9 Library
- 24 Library Services
- 10 Literary Agency
- 31 Media Department Store
- 12 Multimedia/Electronic Publishing
- 26 Museum
- 32 Online Bookstores
- 13 Packager
- 14 Photographic/Picture Agency
- 15 Printing & Manufacturing
- 16 Publisher
- 17 Remainder
- 11 Scouting
- 18 Service Provider for the Trade
- 19 Shop Design
- 20 Software Development
- 21 University
- 22 Wholesale/Distribution

Product

- 1 Audio/Audiobook
- 23 Antiquarian Books/Sound Recording
Media/Graphics
- 2 Book
- 3 Book Art/Print/Photograph/
Painting/Sculpture
- 4 Calendars/Poster/Postcards
- 5 CD-ROM
- 24 Database
- 29 Digital Whiteboards
- 6 Diskette
- 7 DVD
- 8 E-Book
- 30 E-Book Reader
- 9 Film
- 27 Full-text Access Systems
- 10 Game
- 28 Illustrations
- 11 Loose-leaf Editions
- 12 Manuscript
- 13 Maps
- 14 Merchandising
- 15 Newspaper/Magazine
- 26 Nonbook
- 16 Online
- 17 Photographic/Picture Archive
- 18 Play
- 19 Print on Demand
- 25 Search Engine
- 20 Screenplay
- 21 Software
- 22 Video

This registration constitutes our acceptance of all stipulations included in the Terms & Conditions for Participation at the Frankfurt Book Fair 2009.

Company Name
(Please print)

Name

Date

Signature

@ The data from this registration will be processed electronically and published in the Frankfurt Book Fair's Catalogue and on its website www.book-fair.com.

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