

Tender for a National Wales Stand at Frankfurt International Book Fair

Details

Client:	Books Council of Wales
Title of the work:	Wales at Frankfurt Book Fair
Type of work:	Trade exhibition stand design & build
Event dates:	15–19 October 2025
Setting up & take down	To be confirmed by Frankfurt Book Fair

Background

The Books Council of Wales (BCW) has secured funding from Welsh Government to create a presence for publishers from Wales at the World’s largest book fair. This will be the second year where the BCW is responsible for the delivery of a trade stand for both Welsh- and English-language publishers from Wales. We are looking for an experienced stand builder, ideally with experience of book fairs in general and Frankfurt specifically.

The Work

The BCW is looking for competitive tenders of up to £50,000 to create a trade stand which broadly replicates last year’s size & layout (see Appendix A for details). BCW does not have a dedicated project manager, but rather it will involve a small number of relevant staff including the Chief Executive. There will be a dedicated single point of contact however to ensure that communication is seamless.

The successful company will be responsible for all aspects of the design, layout and physical build and take down of the stand and crucially liaising with Frankfurt Book Fair directly wherever necessary to ensure compliance with regulations and timeframes. The graphic design element will be undertaken in-house by BCW and will require direct liaison with relevant departments.

Competence

Applications are welcome from companies who have experience in building high-quality trade fair stands. Applicants with the ability to communicate and project-manage through the medium of Welsh are especially welcome.

Criteria

The successful applicant will be able to demonstrate:

- Extensive experience in trade fair stand design and build (30%)
- Proven track record to delivery projects on time and within budget (20%)
- Value for money (20%)
- The ability to collaborate proactively and pragmatically with BCW (10%)
- Experience of working / ability to work internationally and compliance with all relevant regulations (10%)
- Social & environmental value (10%)

Applications

The application must explain how you would fulfil this contract including:

- an itemised breakdown of what is included in the price submitted for the tender and how it would offer value for money to the Books Council of Wales
- any relevant experience in building stands at book fairs, but especially Frankfurt.
- outline of your approach to managing the project abroad
- provide examples of previous, relevant designs
- names of your project team, including the on-site project manager.

Timescale

If successful you will be notified within 10 business days from the closing date.

Award of tender

BCW will award the contract based on the merits of individual applications and the needs of the project in general. It reserves the right to support any application.

Electronic copies of the application should be sent as Word and Excel files in an e-mail to menai.williams@books.wales under the heading **Frankfurt Book Fair Tender**. Applications must arrive **by 12:00 midday on Friday 30 May 2025**. It is expected that the successful applicant(s) would start working on the project as soon as possible after this date.

Please provide evidence that you meet the requirements and quote your rate for this work.

If you have any queries, please contact:

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Mae'r ddogfen hon hefyd ar gael yn Gymraeg /
A Welsh-language version of this document is also available









