

First General Orientation Email

February 27, 2025

Dear Exhibitor at Bogforum 2025

We look forward to welcoming you to Bella Center for this year's major book festival, Bogforum 2025.

In this email, you will find important information regarding your participation in Bogforum. Please read it carefully and share it with relevant colleagues in your organization.

Most importantly: stay updated on our page with the comprehensive [Exhibitor Information](#). This page is continuously updated, and answers to most of your questions can be found here.

Previously sent orientation emails will also be uploaded to the page.

The page is not available as a tab on bogforum.dk, so please share the [Exhibitor Information](#) link internally within your organization. This way, everyone can stay informed about Bogforum 2025.

Status on Stand Sales

The deadline for rebooking has now passed—so if you have not yet rebooked a stand, please contact Kathrine at booking@bogforum.dk.

We are now beginning the contract process, and you will be contacted accordingly. Additionally, new inquiries from potential exhibitors will be processed on an ongoing basis.

Important Dates

Most of you should already have received an overview of important dates related to Bogforum 2025. The latest version of this overview can always be found in our [Exhibitor Information](#) under *“Which dates should I be aware of?”*

Bogforum's Debutant Prize

The information material regarding Bogforum's Debutant Prize 2025 is currently being finalized. The information sheet will be included in the second general orientation email in mid-May.

Submissions for the Official Stage Program

In January, we sent out information about submissions for the official stage program. You can (re)find the submission guidelines in our [Exhibitor Information](#) under “How do I nominate an author/book for the official program?”

Deadline for the first round of submissions is April 4, 2025.

Bellascenen

As in previous years, it is possible to purchase stage time on the Bella Stage. Sales of stage slots open on March 1 and are allocated on a first-come, first-served basis. Bookings should be sent to booking@bogforum.dk.

The deadline for program texts for the Bella Stage is in early August.

New Areas and Stage Names

Bogforum 2025 will largely resemble previous years but with some changes. This year, we are establishing new zones in C Halls (Blue Zone) and B Halls (Children’s Bogforum). Additionally, some of the stages will receive new names.

The Skriv & Udgiv area in C1 will be discontinued. Independent authors/self-publishers can now exhibit on equal terms with other exhibitors. If a regular stand is too large, we recommend teaming up with others to share a stand.

The Skriv & Udgiv area will be transformed into **Skaberhjørnet**, focusing on craft and hobby books: knitting, embroidery, crochet, origami, etc. This area will have its own unique identity and include both small and large stands, as well as a workshop area for scheduled activities called **Atelieret**.

The area above Lyttesalonen in C3 will be redesigned into a distinct zone with open and transparent stand types, moving away from traditional stand structures. This area will be called **Litteraturstrædet**.

At Børnenes Bogforum, we are introducing two new areas:

Pusterummet, designed for quiet reading, storytelling, and reflection. This includes **Den hemmelige læsehule**, a new storytelling space replacing the former reading lounge.

Krudt i røven-pladsen, where children can burn off energy through physical activities. Many families spend 4–6 hours at Children’s Bogforum, so we want to provide a space where kids can stay active.

Additionally, the Børnescenen will be renamed **Den KÆMPESTORE Scene**.

Den Lille Scene will be renamed **Læsevenners Scene**, emphasizing community and reading together.

Aktivitetssområdet will be named **Det vidunderlige værksted**, and our Meet & Greet area will now be called **Mød mig...**

Additional Exposure

Sales of physical additional exposure at Bogforum 2025 will once again take place via the BC Signage webshop. Sales begin with the second general orientation email in mid-May and are allocated on a first-come, first-served basis.

Litteraturmagasinet – Bogforum's Official Program Magazine

We continue our collaboration with Story Lab Egmont on developing and producing our printed program, which will once again be in magazine format and expanded to 172 pages.

In addition to the official program featuring all events on Bogforum's stages, the magazine will include articles, features, literary content, advertisements, and sponsored content.

The magazine will be distributed to libraries and bookstores nationwide, handed out at Bogforum, and included with 15,000 copies of ALT for damerne and Eurowoman (partial circulation).

Join the Literature Magazine 2025

Want to shape the magazine's content? Contact Client Manager Carsten Henrik Jensen at carsten.jensen@egmont.com.

Sponsored content is allocated on a first-come, first-served basis but must be ordered by August 15, with a materials deadline of September 17.

Early Bird Discount

Order by March 19 and get:

- A full page for DKK 16,000 (afterward DKK 20,000)
- A double-page spread for DKK 30,000 (afterward DKK 35,000)
- Five themed pages for DKK 65,000 (afterward DKK 75,000)

Find more details in the attached document.

Dagbladet Politiken will continue to publish **Bogforum's official fair newspaper** (a special edition of Politiken Bøger) the weekend before Bogforum.

Important:

For print-ready files, the materials deadline is September 17. If you need assistance with creating themed sections or ads, please contact Story Lab.

We look forward to seeing you at Bogforum 2025!

**Best regards,
The Bogforum Team**