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NEW DELHI

WORLD BOOK FAIR

New Delhi WORLD BOOK FAIR 2010

Contemporary publishing in India is an exciting and linguistically diverse phenomenon. Perhaps, the only country in the world publishing in more than 37 languages, India is also the third largest publisher of books in English, after the US and the UK. With one of the largest book markets in the world, India in the recent past has been attracting some of the biggest publishers in the world.

India's growing importance in the world book market can be seen from the fact that India has been a Guest of Honour Country at Frankfurt Book Fair, 2006, Market Focus of London Book Fair 2009 and is also the Guest Country at Moscow International Book Fair, 2009.

The National Book Trust, India, an autonomous organization under the Ministry of Human Resource Development, Government of India, was established in 1957 with the objective to promote books and the habit of reading in the country. Besides, as the nodal agency for the promotion of books abroad, it participates in all major international book fairs of the world.

As a part of its programme to integrate Indian book market with the global market, the Trust organizes the New Delhi World Book Fair, the second largest book fair in the world. Organized biennially at New Delhi, the nerve-centre of Indian publishing and also the venue for the next Commonwealth Games, the New Delhi World Book Fair provides a valuable interface between authors, publishers, booksellers and readers. The New Delhi World Book Fair provides an exclusive platform and opportunity to both global and Indian players for copyright trade, translations, co-publication arrangements, cultural exchanges, presentations and trade promotions.

The National Book Trust, India is pleased to invite you to participate in the 19 New Delhi World Book Fair to be held from 30 January to 7 February 2010 at Pragati Maidan, New Delhi, India. The theme of the 19 New Delhi World Book Fair will be **READING OUR COMMON WEALTH : An International Rights Exhibition of the Books on Sports in India** as part of NBT's National Action Plan for the Readership Development among the Youth (NAPRDY) and to focus Commonwealth Games from the perspective of Indian publishing industry.



Organised by
NATIONAL BOOK TRUST, INDIA

in collaboration with
Federation of Indian Publishers
Federation of Publishers' & Booksellers' Associations in India
Delhi State Booksellers' & Publishers' Association
Federation of Educational Publishers in India
Akhil Bharatiya Hindi Prakashak Sangh
CAPEXIL, Association of Indian Publishers & Booksellers

GENERAL INFORMATION

Venue : Hall Nos.1 to 6, 7ABCD, 8 to 12A and 14, Pragati Maidan, Mathura Road, New Delhi

Duration : 30 January to 7 February 2010

Timings : Daily 11 a.m. to 8 p.m.

Inauguration : Saturday, 30 January 2010, at Hamsadhwani Theatre, Pragati Maidan, New Delhi. The Fair will be open to the public from the same day.

Last Date for Booking : 31 October 2009, together with full or fifty per cent payment of the stand/stall rent by crossed bank draft/pay order in favour of National Book Trust, India payable at Delhi. The remaining fifty per cent payment must be made by 30 November 2009.

Participation :

1. Participation in the Fair is open to publishers, booksellers, book distributors and dealers/ manufacturers of teaching aids/CD-ROMs.
2. Participants exhibiting books only in Indian languages shall be entitled to a concession of 50 per cent in the rent of **one** stand/stall.
3. Generally, applications of only such Indian publishers/booksellers/distributors, except government organisations, who are members of one of the book trade associations/federations, will be accepted.

However, the National Book Trust, India (NBT) shall have the discretion to accept applications from non-members also.

4. The NBT reserves the right to alter the dimensions of the stands/stalls without assigning any reason whatsoever and its decision shall be final and binding on the participants.

Categories of Participants :

The participants shall be classified into the following broad categories:

1. English Language Publishers/Booksellers/Distributors
2. Hindi & Other Indian Regional Language Publishers
3. Foreign Publishers
4. Government/Semi-Government Organisations/Public Undertakings

The English language publishers shall further be classified according to the following subjects:

- | | |
|---|------------------------------------|
| [1] Science and Technology | [2] Social Sciences and Humanities |
| [3] Children's Books | [4] Educational Books |
| [5] Educational Software, CDs and Games | [6] Miscellaneous |

Each participant may therefore indicate the category (one only) in which he/she would like to be placed. The option once exercised shall be final and binding on the participants.

Registration of Participants : Registration will start at 11 a.m. on 29th January 2010. Registration shall be done in front of the halls in which stands/stalls would be allotted.

Rental :	Stand	:	1 m	:	Rs 6,600/-
	Stall	:	3mx3m	:	Rs 42,000/-

Furniture and Electrical Fittings : A stand of 1m length will have one panel with one octonorm counter, 5 shelves, one spotlight, one chair, facia lettering on vinyl cutting, new carpet.

A stall of 3mx3m will have 9 panels, 30 shelves, 6 spotlights (100 w), a plug point for computer, one octonorm counter, two chairs, facia lettering on vinyl cutting, new carpet and one kanat.

A maximum of 20 stalls shall be provided to one group of companies irrespective of the number of companies that may form a group.

Additional furniture can be hired from the authorised contractors approved by the NBT after making an advance payment at the rates duly approved by NBT. Payment of consumption charges for additional electrical/electronic fittings and equipment will have to be made separately at the rate decided by the India Trade Promotion Organisation (ITPO) of Rs.120/- per KW per day.

Fair Directory : Each participant will be provided with a Fair Directory which would list out the name and address of each participant, together with a short description of the organization. Participants are requested to provide a descriptive note in duplicate, of not more than 50 words, in the prescribed form, along with the application for participation. The NBT would have the right to suitably edit the text provided by the participants.

Entry Passes : Participants will be given two entry passes per stand and five entry passes per stall.

Assistance : For any assistance, participants may contact the respective NBT Hall Incharges whose name and contact details shall be indicated in the Fair Directory.

Allotment of Stands/Stalls : Allotment of stands/stalls shall be made by draw of lots. Allotment letters, together with layout plans, indicating the hall nos. and stand/stall nos. shall be intimated to the participants well in advance.

TERMS AND CONDITIONS

Booking of Stalls : Provisional booking of stands/stalls will be made on receipt of the prescribed application form, duly completed, together with a bank draft towards fifty per cent payment of the stand/stall rent in favour of National Book Trust, India payable at Delhi, on or before 31 October 2009. However, booking will be confirmed only on receipt of the full payment of stand/stall rent by 30 November 2009.

The application, on being accepted by the NBT, will be considered as an agreement (under the accepted terms) between the participant and the NBT subject to availability of space.

Applications received after the last date will be considered only subject to availability of space and on a first-come-first-served basis, according to the waiting list.

A group of companies/participants can apply for a maximum of 20 stalls. However, allotment shall be subject to the availability of stands/stalls. Individual participants can apply for a maximum of eight stalls. Multiple stands or combination of stands and stalls will not be entertained.

Applicants should also indicate if they would like their stalls to be placed together with the stall of any other participant.

Possession/Vacation of Stalls : Participants will be given possession of the stands/stalls at 11 a.m. on 29th January 2010. The stalls shall be vacated latest by midnight on 7 February 2010, failing which the NBT shall have the right to remove the exhibits/materials at the risk and cost of the participants.

The participant shall be obligated to occupy the stand/stall and staff it with their personnel during the Fair hours. The stand/stall may not be dismantled prior to the official breakdown period, that is, on the last day of the Fair. The participant shall, moreover, be obligated to vacate his/her exhibition space in full, prior to the end of the breakdown period.

It shall be the responsibility of the participants to remove all exhibits, tools and other materials at the end of the Fair and leave the stalls in the same condition in which they were allotted to them.

Encroachment of Passages : No encroachment or extension in the passages shall be allowed. Participants are, therefore, advised to arrange the display within the space allotted to them.

Cleaning : While the NBT will carry out general cleaning, the participants shall be responsible for the cleanliness and tidiness of the stalls at all times during the period of the Fair.

Display of Banners, Posters, etc. : While there will be no restriction on putting up banners, posters, etc., on or within a stall, nothing will be allowed to be displayed outside the stall.

Sale of Books : Sale of books and other reading materials will be permitted on the following conditions:

- i) a uniform discount of 10 per cent shall be allowed on the printed price;
- ii) hawking and sale of books at specially reduced prices shall be prohibited;
- iii) sale of stationery, toys, greeting cards, posters and any other item which cannot be classified as books will not be permitted in the Fair; and
- iv) no book or material forbidden by the law in India shall be exhibited or sold.

Playing Audio/Video Cassettes: Participants playing audio or video cassettes at the stalls should ensure that the level of sound does not cause any annoyance to either the neighbouring

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participants or to the visitors. The NBT will be the sole judge to decide whether there is any annoyance to either the other participants or to the visiting public.

Book Release Functions, etc.: To maintain peace and order during the 19th New Delhi World Book Fair it has been decided that ones literary and cultural programmes will not be held at a place or stall in the Fair ground other than the ones designated for such activities by the NBT. For booking of space for holding programmes, it shall be mandatory to submit requests to the NBT well in advance.

Insurance Coverage : The individual exhibitor bears sole responsibility to insure his own furniture and his exhibits against damage incurred due to burglary, riots, strikes, theft, fire and water damage, and against damage incurred in transit to and from the Fair. There is no collective insurance policy. Possession of the stands/stalls shall be given on production of evidence of insurance. It is the exclusive and absolute responsibility of the participant(s) to insure their exhibits as well as their own and hired stand equipment and stock against break-in, theft and damage by fire and other natural calamities during the duration of the Fair. The NBT shall be entitled, but not obliged, to inspect such policy before handing over possession of the stands/stalls. In the event of a claim against the NBT, the participant(s) shall indemnify the NBT.

Security : While the NBT will make round the clock security arrangements at all the halls during the Fair, neither the NBT nor the ITPO are liable for the loss or damage to the goods and property of the participants is therefore advised not to leave their stalls unattended during the Fair timings.

The participants, if they so desire, may make security arrangements of their stalls during the Fair timings through the security agents approved by the ITPO.

No goods or displays may be removed during the Fair without the written permission of the NBT.

Entry : Participants will be allowed entry into the halls not before 10.30 a.m. and shall have to vacate the halls latest by 8.30 p.m. every day.

Cancellation : In the event of a natural disaster or if circumstances so warrant, the NBT reserves the right to postpone, alter or cancel the Fair. In case the Fair is cancelled before the inauguration, rentals collected shall be refunded after making the necessary deductions. But no refund will be made if a participant wishes to withdraw from the Fair after making a firm booking.

Jurisdiction : Any dispute or a claim arising out of the participation in the Fair shall be subject to the exclusive jurisdiction of the Delhi Courts.

Any of the terms and conditions mentioned above may be relaxed or modified at the discretion of the Director/Chairman, NBT, whose decision will be final and binding.

Please address all communication to
Deputy Director (Exhibition)



NATIONAL BOOK TRUST, INDIA

Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110 070

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19 NEW DELHI WORLD BOOK FAIR
30 JANUARY- 7 FEBRUARY, 2010

Application for Participation

(Please type and send, in duplicate, by 31 October 2009, along with a bank draft in favour of National Book Trust, India, payable at Delhi, towards full/fifty per cent payment of the stand/stall rent. The balance payment must be made by 30 November 2009)

1. Company Name (in BLOCK letters):.....
.....
2. Address:
.....Pin Code:.....
3. Telephone:.....Mobile:.....Fax:.....
E-mail:.....Website:.....
4. No. of stalls required:.....
(Please indicate if you would like your stalls to be placed together with the stall of any other participant.)
5. Particulars of remittance: Draft no. & date:.....Amount Rs.....
Bank and Branch:.....
6. Inscription in English/Hindi to be printed on the facia.....
7. Please **tick only one** of the following categories in which you would like to be placed:
 English Language Publishers Social Sciences and Humanities
 English Language Distributors Educational Books
 Science and Technology Hindi/Regional Language Publishers
 Children's Books Miscellaneous
 Educational Software, CDs and Games
8. Are you a member of any federation/association of publishers/booksellers? If so, please give details:.....

We have read the terms and conditions for participation in the Fair and accept them and undertake to abide by them.

Signature of the Applicant:.....

Place:

Designation:.....

Date :

Stamp

Please address all communication to
Deputy Director (Exhibition)



NATIONAL BOOK TRUST, INDIA

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E-mail: nbtindia@ndb.vsnl.net.in, nbtindia@nbtindia.org.in

Website: www.nbtindia.org.in

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30 JANUARY- 7 FEBRUARY, 2010

Application for Entry in the Fair Directory

(Please type and send, in duplicate, together with the application for participation)

1. Company Name (in BLOCK letters):.....
.....

2. Address:
.....Pin Code:.....

3. Telephone:.....Mobile:.....Fax:.....
E-mail:.....Website:.....

4. Name & Designation of the
Chief Executive.....
Contact Person.....
Representative at the Fair.....

5. Category of participation (mention only one out of those listed at Sl. No.7 in the application form):
.....

6. Text (not exceeding 50 words) for inclusion in the Fair Directory:
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.....

7. Name(s) of the publishers represented at the Fair:
a) Foreign.....
b) Indian.....

Authorised Signatory.....

Stamp

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