

Dear Participants,

The New Delhi World Book Fair-2022 is around the corner. We understand you would have booked your space (stall/ bare space) in Asia's biggest book fair. In addition to the space, we also offer options to promote your product through branding at prominent places.

In the New Delhi World Book Fair -2022 the following options for advertising and branding are available as given in Table A, B & C. The booking of these places will be made on "**first come first served basis**" in the sequence of payment received at NBT Headquarters in the form of Demand Draft or via NEFT in favour of the National Book Trust India, payable at New Delhi.

Table- A

SI. No.	Branding Site	Cost in (USD)
1	Rectangular Branding in Corridor column in New Halls (2-5) Size 0.75 mts (w)x 3 mts(H)	65
2	Triangular Branding in Corridor column in New Halls (2-5) Size 2mts (w) x 6 mts (h)	390
3	Hoarding (Gate 10 to Hall 7) (20 ft.X20 ft.)	1400
4	Hoarding (Gate 10 to Hall 7) (20 ft.X10 ft.)	700
5	Hoarding (Hall 7 to Gate- 4) (20 ft.X20 ft.)	1400
6	Hoarding (Hall 7 to Gate - 4) (20 ft.X10 ft.)	750
7	Cubical Box Gate 4 to Hall No. 7 Size (3ftx8ft) (All 4 Side)	450
		Inclusive of All Taxes & Printing+fixing Charges

Table- B

SI. No.	Options	Remarks	Cost in (USD)
1.	Shuttle Vehicle	Side Panel (Per side) (Size-125x17 inch. Per side)	275
		Back Side (Size19x16 inch.)	225
		All 3 sides	600
		Driver Side (Size-23x14 inch.)	225
			Inclusive of All Taxes & Printing +fixing Charges

Sl. No.	Options	Remarks	Cost per day for International Exhibitors (USD)
2.	Hindi Newsletter (Mela Vaarta) Please Contact Mr. Pankaj Chaturvedi @ pc7001010@gmail.com	• Quarter page	50
		• Half page	100
		• Full page	200
3.	English Newsletter (Fair Daily) Pl. Contact Ms. Kanchan. W.Sharma. nbtfairdaily@gmail.com	• Quarter page	90
		• Half page	150
		• Full page	250
		• Back Page	300
4.	Authors' Corner	Branding on side panels	500
Inclusive of all Taxes			

Table - C

Sl. No.	Type of Site	Remarks	Rate for one day in USD	Rate for full duration in USD (9 days)
1	LED screen inside Pragati Maidan	20 Sec. Video 3 Spots per day/Per Screen	200	1500

Table- D

Sl. No.	Type of Site	Cost in (USD)
1.	Inside Cover-II (Colour) Fair Directory	1000
2.	Inside Bock Cover-III (Colour)Fair Directory	1000
3	Full Page (Colour)Fair Directory	500
4	Full Page (Black&White)	375
5	Book Mark	-----
6	Schedule of Events IInd Cover Page(Colour)	550
7.	Schedule of Events IIIrd Cover Page(Colour)	550
8.	Children's Pavilion Events IInd Cover Pages (Colour)	550
9	Children Pavilion Events IIIrd Cover Pages (Colour)	550
10	Theme Pavilion Events IIrd Cover Pages (Colour)	550

11	Theme Pavilion Events Illrd Cover Pages (Colour)	550
12	Passes (Approx1Lac)	600
Inclusive of all Taxes		

For booking of advertisement in available space, send your requirement to the following e-mail address:

Advertisement Space	E-Mail ID	Contact No(s)
Mela Varta	pc7001010@gmail.com ,	011-26707758
Fair Daily	nbtfairdaily@gmail.com	011-26707783
Other Brandings	nbtexhibition1@gmail.com ,	011-26707780 / 81

You are requested to send your request for booking of branding sites **by 28th December 2021** along with payment through Demand Draft or via NEFT in favour **National Book Trust, India payable** at New Delhi.

For more information and regular updates visit our website www.nbtindia.gov.in/ndwbf2022

With Warm Regards

(Md. Imranul Haque)
M(S&M)/Exhibitions
National Book Trust, India
Nehru Bhawan, 5, Institutional Area,
Phase-II, Vasant Kunj,
New Delhi-110070