

Subject: Inviting Bookings for PUBLISHERS' AREA inside INDIA PAVILION at Paris Book Fair (Livre Paris), France (20-23 March 2020)

Dear Publishers,

Greetings from National Book Trust, India!

1. We are pleased to inform you that **INDIA has been designated as the Guest of Honour** at Paris Book Fair (Livre Paris) scheduled from 20-23 March, 2020. The NATIONAL BOOK TRUST, INDIA (under Ministry of Human Resource Development, Department of Higher Education, Government of India) is the nodal agency coordinating the Guest Country Presentation at the Paris Book Fair (Livre Paris) 2020.
2. We would also like to inform you that NATIONAL BOOK TRUST, INDIA has joined hands with the National Institute of Design (NID), Ahmedabad (under Ministry of Commerce & Industry, Govt. of India) as our Design Partner for designing the INDIA PAVILION at Paris Book Fair 2020. It is also being brought to your kind notice that NBT and CAPEXIL are jointly mobilising the participation of publishers for Paris Book Fair 2020, to broadbase the participation at INDIA PAVILION.
3. The **INDIA PAVILION** will have a Thematic display, Author's/Events Corner, Children's Activity Area, Publishers' Area and Tea/Coffee & Water vending machines housed inside it.
4. The NATIONAL BOOK TRUST, INDIA is now offering the following for Publishers at Paris Book Fair 2020:

| Publishers' Stand | Rental (in INR) | Cost of Design/ Construction of INDIA PAVILION | Tea / Coffee + Water vending machines | Books on Display Shelves | Listing in the RIGHTS CATALOGUE |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------------------------------------------------------|----------------------------------------------|---------------------------------|----------------------------------------|
| A built-up stand (of 1.5 m wide x 2.5 m high size) [representative image attached] | 65,000 (incl. 18% GST) | No charge | Free access | Free display | Free Listing |
| <ul style="list-style-type: none"> • <u>Built-up Publishers' Area</u> : A built-up stand (of 1.5 m wide x 2.5 m high size) with 1 table and 2 chairs + Storage area (of size 1.5 m wide x 50 cm high x 35 cm depth) + graphic area on top of the stand for Fascia and logo (of size 1.5 m wide x 50 cm high) + 4 shelves (of 1.5 m length, <i>accommodating about 30-35 demy-size books</i>) inside INDIA PAVILION, and a prominent space for logo in other areas of INDIA PAVILION. This space is offered to publishers/participants for their business meets, copyrights exchanges, etc. with trade visitors, French publishers and others. <i>Kindly note that since the space is limited, hence the Stands are being offered to interested participants strictly on first-come-first-served basis. <u>Only ONE Stand per publisher will be allowed.</u></i> | | | | | |

- **Books Display Shelves** : INDIA PAVILION will have a combined display of books by participating publishers on aesthetically designed book shelves for display of books, catalogues, etc.
- **Rights Catalogue** : Free Listing in the Rights Catalogue, in addition to these books being displayed at an designated Area inside INDIA PAVILION, as well as free distribution of these Catalogues among French and other foreign publishers

5. NBT now invites applications from Publishers (as per the [Application Form](#) attached, for booking of the Stands), to be part of the INDIA PAVILION for INDIA Guest of Honour Presentation at Paris Book Fair 2020. The publishers may send their Applications by e-mail to NBT at: nbtforeigncell@gmail.com, and nbtrightscell@gmail.com **latest by 28 January 2020**.

6. **IMPORTANT POINTS TO NOTE:**

- (i) Participation will be strictly on first-come-first-served basis and subject to the availability of space in the Publishers' Area.
- (ii) ONLY 1 (One) Stand per publisher will be allowed.
- (iii) All payments should be made through Demand Draft (in favour of **National Book Trust, India** payable at Delhi) or through NEFT/RTGS. The bank details are as under:

Bank: Canara Bank
Account No.: 3159101000299
IFSC Code: CNRB0003159
Address: Vasant Kunj Branch
Nehru Bhawan, 5, Institutional Area, Phase-II, Vasant Kunj, New Delhi - 110070

- (iv) Cheques will **not** be accepted.
- (v) Once the Stand is booked, no request will be entertained for cancellation/ refund of amount.

Looking forward to receiving your kind cooperation in this venture.

With regards,

Kanchan Wanchoo Sharma

Assistant Director (Exhibitions)

NATIONAL BOOK TRUST, INDIA



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NATIONAL BOOK TRUST, INDIA
Ministry of Human Resource Development, Govt. of India

Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi - 110070

Website: www.nbtindia.gov.in, Phone: 011-26707788/700/742

E-mail: nbtforeigncell@gmail.com / nbtrightscell@gmail.com / director@nbtindia.gov.in

APPLICATION FORM

For Participation in PUBLISHERS' AREA and Booking of Publishers' Stand inside INDIA PAVILION at Paris Book Fair, France 2020 (20-23 March)

| | | |
|----|---------------------------------------------------------------------------------------------------|---------------------------------------|
| 1. | Name of the Organization | |
| 2. | Address | |
| 3. | Contact Details | Landline : Mobile : Website : |
| 4. | Company Profile | |
| 5. | Head of Organisation | Name : Phone : E-Mail : |
| 6. | Contact Person at the Fair | Name : Phone : E-Mail : |
| 7. | Have you sent your books for FREE listing in the NBT Rights Catalogue for Livre Paris 2020 | |
| 8. | Details of Payment | Total payment deposited : Details: |

