

Inviting Bookings for stalls in INDIA PAVILION at Abu Dhabi International Book Fair (24 - 30 April 2019)

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 Abu Dhabi International Book Fair (24-30 April 2019). The NATIONAL BOOK TRUST, INDIA (under Ministry of Human Resource Development, Department of Higher Education, Government of India) is the nodal agency to coordinate the Guest Country Presentation at the Abu Dhabi International Book Fair (ADIBF) 2019.
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 INDIA PAVILION and the stalls therein at ADIBF 2019. It is also being brought to your kind notice that NBT and CAPEXIL are jointly mobilising the participation of publishers for ADIBF 2019, to broadbase the participation at INDIA PAVILION.
3. The **INDIA PAVILION** will have a Thematic display, Events Corner, Business Lounge, Tea/Coffee & Water vending machines, and Publishers' Area (4-sq.m. & 8-sq.m. stalls) housed inside it. The NATIONAL BOOK TRUST, INDIA has negotiated with ADIBF authorities and has come up with special subsidized rates for the stall rentals as under:

Type of Built-up Stall	Stall Rental at ADIBF 2019 inside INDIA PAVILION (in INR)	Cost of Design and the Construction of INDIA PAVILION	Tea / Coffee + Water vending machines	Business Lounge for B2B meetings	Listing in the RIGHTS CATALOGUE
4 sq.m.	42,000 (incl. 18% GST)	No charge	Free access	Free access	Free Listing in the Catalogue and free distribution among Emirati & Arab publishers
8 sq.m.	75,000 (incl. 18% GST)	No charge	Free access	Free access	Free Listing in the Catalogue and free distribution among Emirati & Arab publishers
<ul style="list-style-type: none">• Built-up Stall : Each built-up stall will be equipped with book racks, storage area, table, chair, lights, and dustbin.• Consignment : Publishers, if they so wish, can contact CAPEXIL for sending their books consignment to Abu Dhabi, through the official/appointed freight forwarder of CAPEXIL.					

4. NBT now invites applications (as per the **Application Form** attached) from publishers to be part of the INDIA PAVILION for an integrated Guest of Honour Presentation at Abu Dhabi. The publishers may send their applications by e-mail to NBT at nbtexhibition@gmail.com, nbtrightscell@gmail.com, director@nbtindia.gov.in, latest by 12 March 2019, mentioning clearly the number and type of stall required.

5. **IMPORTANT POINTS TO NOTE:**

- (i) All publishers are requested to register at www.adbookfair.com [Click on Exhibitors Gate. Click on Register on the top of the page and continue. The page will ask you to Activate your account through e-mail. After activation use your Username and your Password by clicking at Login and fill all your information. On your profile, click on Issue Contract below the page, you will see a PDF of your registration form down at the corner at the right side, print it, sign, stamp and upload again.]
- (ii) Send a copy of the Registration Form to NBT at nbtexhibition@gmail.com, nbtrightscell@gmail.com, director@nbtindia.gov.in, in addition to the Application Form for stalls.
- (iii) Participation will be strictly on first-come-first-serve basis and subject to the availability of space in the Publishers' Area.
- (iv) The clubbing of 4-sq.m. and 8-sq.m. stalls will not be entertained.
- (v) 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:

<p>Bank: Canara Bank Account No.: 3159101000299 IFSC Code: CNRBINBDFS Address: Vasant Kunj Branch Nehru Bhawan, 5, Institutional Area, Phase-II, Vasant Kunj, New Delhi - 110070</p>
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- (iv) Cheques will **not** be accepted.
- (vi) Once Space/Stall is booked, no request will be entertained for cancellation/ refund of amount.

Kanchan Wanchoo Sharma
Assistant Director (Exhibitions)
NATIONAL BOOK TRUST, INDIA



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Ministry of Human Resource Development, Govt. of India

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011-26707788/700/742

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APPLICATION FORM

For Booking of Stalls inside INDIA PAVILION at ADIBF 2019 (24-30 April), Abu Dhabi

1.	Name of the Company /Organization	
2.	Address	
3.	Contact	(i) Landline : (ii) Mobile : (iii) Website :
4.	Company Profile (in 50 words max.)	
5.	Head of Organization	(i) Name : (ii) Phone : (iii) E-mail :
6.	Contact Person	(i) Name : (ii) Phone : (iii) E-mail :
7.	Type of stall	(a) 4 sq.m. (Rs.42,000/- per stall incl. GST) (b) Number of stalls: _____ OR (a) 8 sq.m. (Rs.75,000/- per stall incl. GST) (b) Number of stalls : _____
8.	Registered at ADIBF Website	(a) Yes / No : (b) If Yes, Registration Form attached :
9.	Details of Payment	(a) Total Payment deposited: _____ (b) Demand Draft No.: _____ Dated: _____ (c) RTGS/NEFT UTR No.: _____ Dated: _____
10.	Have you Listed your Books in the NBT RIGHTS CATALOGUE for ADIBF 2019	Yes / No