

# NEW DELHI 2015 WORLD BOOK FAIR

Welcome to the  
New Delhi  
World Book Fair 2015 !

New Delhi World Book Fair (NDWBF), being organized for the last 42 years, is now a major calendar event in the publishing world. NDWBF 2015 is scheduled to be held from 14 to 22 February 2015 at the centrally located Pragati Maidan, New Delhi.

The Fair is organized by National Book Trust, India, an apex body of the Government of India for book publishing and promotion under the Ministry of Human Resource Development.

India Trade Promotion Organization (ITPO), the nodal agency of the Government of India under the Ministry of Commerce, for promoting country's external trade is the co-organizer of the Fair.

Today, Indian publishing stands poised at a significant crossroad towards the path of growth. NDWBF offers the participants a unique opportunity of doing business with this growing book industry. It is also an ideal venue for promoting titles, co-publication arrangements and trade. Besides literary and publishing conferences and programmes to be organized during the Fair, it also opens up a gateway to the publishing and intellectual world of South Asia. The Fair attracts participation from major publishing houses of the globe. In 2014, the Fair attracted more than 1000 Indian Exhibitors and 26 Foreign Exhibitors.

## Singapore— Guest of Honour Country

Singapore will be the Guest of Honour Country at the New Delhi World Book Fair 2015.

## South Korea— Focus Country

South Korea will be the Focus Country at the New Delhi World Book Fair 2015.

## CEOSpeak— a Forum for Publishing

The CEOs and Senior Executives are welcome to participate in the B2B event CEOSpeak over Chairman's Breakfast to be organized by National Book Trust, India, on 15 February 2015 on the sidelines of the Fair to share and exchange ideas about Indian and International book trade.



## The New Delhi Rights Table

It is one of the exciting features of NDWBF which will take place on 16 & 17 February 2015. The New Delhi Rights Table will offer B2B match making sessions between publishers in a refreshingly new business ambience. The unique format of this event will enable participants to book their own Rights Table, meet each other, present their products and ideas, and also to tentatively finalize their interests and agreements for transfer of translation and other rights of books available in English, Hindi and other Indian languages.



National  
Book Trust  
India  
is pleased to  
invite you  
to participate  
in the  
NDWBF 2015

## GENERAL INFORMATION

### Organizer

National Book Trust, India, Ministry of Human Resource Development, Department of Higher Education, Government of India

### Co-organizer

India Trade Promotion Organization, Ministry of Commerce, Government of India

### Venue

Hall Nos. 1, 6, 7(A-E), 8, 9, 10, 11, 12, 12A and 14 Pragati Maidan, Mathura Road, New Delhi - 110001

### Duration & Timings

14 to 22 February 2015, 11:00 a.m. to 8:00 p.m.

### Inauguration

14 February 2015

### Rental

| A) For participants from SAARC countries |                 |             |
|--|-----------------|-------------|
| Stand                                    | 1 mtr.          | US \$ 250   |
| Stall/Bare Space                         | 3 mtr. x 3 mtr. | US \$ 1,000 |

| B) For participants from other countries |                 |             |
|--|-----------------|-------------|
| Stand                                    | 1 mtr.          | US \$ 600   |
| Stall/Bare Space                         | 3 mtr. x 3 mtr. | US \$ 2,200 |

### Specification of Stall/Stand/Bare Space, Furniture and Electrical Fittings

**A Stand of 1m Length:** It consists of one panel with one octonorm counter, four shelves, one chair, fascia lettering on vinyl cutting, carpet and one dustbin.

**A Stall of 3m x 3m:** It consists of 9 panels with one octonorm counter, 9 MS shelves, two chairs, fascia lettering on vinyl cutting, carpet and one dustbin.

**Bare Space:** Only carpet and electric connection will be provided to the participants opting for Bare Space.

**Additional Furniture:** Additional furniture can be hired from the authorized contractors approved by the organizers after making an advance payment at the rates duly approved by the organizers.

### Electrical Fittings

**(a) Stand:** One spotlight and one point for computer connection will be provided. Total admissible load per stand is 200 watts. For additional consumption, extra electricity charges will be levied.

**(b) Stall:** Six spotlights and one point for computer connection will be provided. Total admissible load per stall is 1 kilo watt. For additional consumption, extra electricity charges will be levied.

Payment of additional electrical charges will be made by the participants at the rate decided by the organizers.

### Note

*The organizers reserve the right to alter the dimensions of the Stand/Stall without assigning any reason thereof, and their decision will be final and binding on the participants. However, in such a case, participants will be informed in advance.*

### Booking of Space

Booking of Stall/Stand/Bare Space will be made on receipt of the prescribed and duly completed application form with a Bank Draft payable at New Delhi (India) towards full payment of rental of the Stall/Stand/Bare Space in favour of National Book Trust, India on or before 28 November 2014 or through Bank Transfer. Bank details are given below:

CANARA BANK CNRBINBBDFS  
FOR CREDIT OF NATIONAL BOOK TRUST, INDIA  
ACCOUNT NO. 3159101000299  
CANARA BANK  
VASANT KUNJ BRANCH  
NEHRU BHAWAN, 5, INSTITUTIONAL AREA  
PHASE-II, VASANT KUNJ, NEW DELHI - 110 070  
US DOLLARS Acct No. 6550791917 of Canara Bank  
International Division, Mumbai (SWIFT: CNRBINBBID)  
with BANK OF AMERICA, NY (SWIFT: BOFAUS3N)

**Last date for booking : 28 November 2014**



## GENERAL INFORMATION

### Allotment of Stands/Stalls/Bare Space

Allotment of Stands/Stalls/Bare Space will be made by draw of lots. Allotment letters with layout plan, indicating the allotted hall nos. and Stand/Stall nos. will be sent to the participants in advance by email/post and it will also be notified on the Fair website.

### Foreign Exchange

For the foreign exchange requirements, participants may contact the following, if they so wish, or they may arrange for the same through the agent of their choice.

M/s Balmer Lawries Co. Ltd., Government of India  
E-mail: balmerlawrie08@gmail.com  
M/s Thomas Cook (India) Ltd.,  
E-mail: devinder.singh@in.thomascook.com

### Registration of Participants and Possession of Stands/Stalls/Bare Space

Registration will start at 4:00 p.m. on 13 February 2015. It will be done in front of the respective halls in which Stands/Stalls/Bare Space would be allotted to the participants.

Possession of Bare Space to the allotted participants will be made on **11 February 2015 at 4:00 p.m.**

### Assistance

For any assistance during the Fair, participants may contact the respective halls in-charge, whose names and contact details will be communicated at the time of registration or possession of Stalls/ Stands/Bare Space.

### Fair Directory

Each participant will be provided with a copy of the Fair Directory, which would list out the name and address of each participant, with a brief description of the organization on the basis of the information furnished in the application form. The organizers have the right to suitably edit the text provided by the participants. The organizers reserve the exclusive right to publish and sell the Fair Directory of the exhibitors, with the advertisements which appear in the Fair Directory.

### Advertisement in the Fair Directory

Charges for the advertisement in the Fair Directory are given below:

|              |                 |           |
|--------------|-----------------|-----------|
| Back Cover   | (IV) (Colour)   | US \$ 550 |
| Inside Cover | (II) (Colour)   | US \$ 525 |
| Back Cover   | (III) (Colour)  | US \$ 500 |
| Full Page    | (Colour)        | US \$ 280 |
| Full Page    | (Black & White) | US \$ 250 |

Interested participants may apply separately to the organizers by 28 November 2014, the contact details are given at the end of this folder. Such requests will be considered on first-come-first-served basis. The organizers reserve the right to accept or reject the request for advertisement.

### Flag Poles, Buntings and Hoardings

Allotment of flag poles and space for buntings and hoardings will be made in accordance with charges levied by the ITPO on first-come-first-served basis against the poles/space provided by ITPO for this purpose. Intimation regarding allotment of poles/space will be notified on the Fair website and via email.

### Entry Passes

Participants will be given two complimentary multiple entry passes per Stand and five complimentary multiple entry passes per Stall.

### Clearing of Consignment

The organizers have not appointed any clearing agent and will not be responsible for the clearing of the consignment on behalf of the foreign participants. The participants should, therefore, make their own arrangement through their respective Embassy/High Commission in India. They may get it done through the agent of their choice.



## TERMS AND CONDITIONS

### 1. General

**1.1** The Organizers reserve the right to accept or reject application without assigning any reason.

**1.2** In the case of a natural disaster or if circumstances so warrant, the organizers reserve the right to postpone, alter or cancel the Fair. In case the Fair is cancelled before the inauguration, the rental collected will be refunded at the earliest after making necessary deductions as decided by the organizers.

**1.3** Applications on being accepted by the organizers will be considered as an agreement (under the accepted terms) between the participant and the organizers subject to availability of space.

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

**1.5** Display of relevant banners, posters, etc., on or within a stall are permitted. However, no display will be allowed outside. In case, any publisher/bookseller is found not complying with these guidelines, penalty as per ITPO's terms will be imposed.

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

(a) A uniform discount of 10% will be allowed on the printed price.

(b) Hawking and sale of books at specially reduced prices is prohibited.

(c) Sale of stationery, toys, greeting cards, posters and any other item which cannot be classified as books are not permitted in the Fair.

(d) No book or material forbidden by the law, including the violation of copyright act, should be displayed or sold. Participants will be solely responsible for any violation in this regard and the organizers will not be liable for such violation. The participant shall indemnify the organizers from and against all proceedings and expenses whatsoever in consequence of any such violation.

**1.7** Playing of Audio/Video Cassettes/CDs: Participants playing audio or video cassettes/CDs at the Stalls should ensure that the decibel level of sound does not cause any annoyance to either the neighbouring participants or to the visitors. The organizer will be the sole judge to decide on this regard and can prohibit participants from playing such audio/video.

**1.8** Book Release Functions and Other Programmes: To maintain peace and order during the New Delhi World Book Fair, it has been decided that no literary and cultural programmes will be held at any place or Stall in the Fair grounds other than the ones designated for such activities by the organizers. For booking of space to hold such programmes, it is mandatory for the participants to submit written request to the organizers in advance and it will be accepted on the first-come-first-served basis.

**1.9** Encroachment of Passages: No encroachment or extension in the passages will be allowed. Participants are, therefore, advised to arrange the display within the space allotted to them, otherwise penalty as per the ITPO's terms will be imposed.

### 2. Booking of Space

**2.1** Booking of Stall/Stand/Bare Space will be confirmed only on receipt of the prescribed application form duly completed in all respect with a Bank Draft in favour of National Book Trust, India, payable at New Delhi (India) or through Bank Transfer towards payment of rental for the Stall/Stand/Bare Space on or before 28 November 2014. The Bank details for transfer of money are given below:

|  |                            |
|--|----------------------------|
| CANARA BANK :                                      | CNRBINBDFS                 |
| FOR CREDIT OF :                                    | NATIONAL BOOK TRUST, INDIA |
| ACCOUNT NO. :                                      | 3159101000299              |
| CANARA BANK :                                      | VASANT KUNJ BRANCH         |
| NEHRU BHAWAN, 5, INSTITUTIONAL AREA                |                            |
| PHASE-II, VASANT KUNJ, NEW DELHI - 110 070         |                            |
| US DOLLARS :                                       | Acct No. 6550791917 of     |
| Canara Bank  |                            |
| International Division, Mumbai (SWIFT: CNRBINBBID) |                            |
| with BANK OF AMERICA, NY (SWIFT: BOFAUS3N)         |                            |

**2.2.** Booking of Bare Space: Participants opting for Bare Space will be responsible for the construction and dismantling of Stalls. The construction of stalls must have adequate and proper provision for display of books.

**2.3.** If any participant desires to construct mezzanine floor, prior approval of the organizers are required for the same.



## TERMS AND CONDITIONS

**2.4.** The maximum limit of height for construction on Bare Space is 12 feet. Participants should not cross the permitted limit while constructing their stalls on Bare Space. In case of violation of this limit, organizers reserve the right to remove the construction at the cost of the participants and the penalty imposed by the ITPO would be borne by the concerned participant. Mezzanine construction should be taken up only on ITPO's approval. Charges for the Mezzanine area created by the participant will be as per license fee of the hall, payable by the participant before seeking approval of the layout.

### 3. Assignment/Subletting

Without the organizers' prior consent in writing, participants will not transfer, sublet or share with or without payment, all or part of their allotted space within the Fair ground.

### 4. Withdrawal/Cancellation

**4.1.** Once the booking of the stall is made by a participant, the same cannot be cancelled or altered under any circumstances. No refund of rental will be made or adjusted against any other forthcoming Fair under any circumstances.

**4.2.** Participants will be deemed to have withdrawn, if for any reasons whatsoever they fail to take possession of the allotted Stall/Stand/Bare Space within 24 hours from the date of inauguration of the Fair. The organizers may, therefore, dispose the unoccupied space and the said participant shall have no right to claim a refund or compensation even if the space is allotted to other participants.

### 5. Allotment of Space

Allotment of Stands/Stalls/Bare Space will be made by a draw of lots. Allotment letters with layout plans, indicating the hall nos. and Stand/Stall nos. will be sent to the participants in advance by email/post and it will also be notified on the Fair website.

### 6. Electrical Fittings

**a)** Stand: One spotlight and one point for computer connection will be provided. Total admissible load per Stand will be 200 watts. For additional consumption, extra electricity charges will be levied.

**(b)** Stall: Six spotlights and one point for computer connection will be provided. Total admissible load per

Stall will be 1 kilo watt. For additional consumption, extra electricity charges will be levied. Payment for additional electrical charges will be made by the participant at the rate decided by the organizers.

### 7. Possession and Vacation

Participants will be given possession of the Stands/Stalls at 4:00 p.m. on 13 February 2015. The Stand/Stall may not be dismantled prior to the official breakdown period, that is, on the last day of the Fair. The participant will, however, be obligated to vacate their exhibition space in full, prior to the end of the breakdown period. The participants, who have applied for the Bare Space, will be given the possession of the space on 11 February 2015 at 4:00 p.m.

### 8. Dismantling of Stalls

It will 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. In case, any panels, racks, tables or any other item provided is found to be broken or not further useable or missing, then the cost of those items will be borne by the respective participant.

### 9. Telephone Service

Participants are advised to seek telephonic connection from MTNL for their stalls at their own cost, the organizers will certify and forward their request to MTNL, wherever necessary.

### 10. Removal of Displays and Goods

No goods or displays may be removed from the stalls during the Fair without the written permission of the organizers.

### 11. Cleaning

While the organizers will carry out general cleaning, participants will be responsible for the cleanliness of their stalls during the Fair.

### 12. Insurance Coverage

**12.1** The organizers generally subscribe to an insurance policy covering the financial consequences of their public liability in their role as the organizers.

## TERMS AND CONDITIONS

**12.2** Individual exhibitor will bear sole responsibility to insure its own furniture and exhibits against damage incurred due to burglary, riots, strikes, thefts, fire, rain water, etc., and against damages incurred in transit to and from the Fair. There is no collective insurance policy. Possession of the Stands/Stalls will be given on production of evidence of insurance. It is the exclusive and absolute responsibility of the participants to insure their exhibits as well as the hired stand equipments and stock against break-ins, thefts and damage by fire and other natural calamities during the Fair. The organizers are not be liable to pay for damages and loss incurred due to any reason including natural calamities. The organizers are entitled, but not obliged, to inspect such policy before handing over possession of the Stands/Stalls. In the event of a claim against the organizers, the participants will indemnify the organizers.

### 13. Intellectual Property Rights

It is the sole responsibility of the participants to obtain necessary rights or authorization from the authors whose works are being exhibited or represented in the Fair.

### 14. Fair Directory

**14.1.** The organizers reserve the exclusive right to publish and sell the Fair Directory with the advertisements appearing in it.

**14.2.** The information necessary for the entries in the Fair directory will be furnished by the participants and they will be responsible for all given information. The organizers cannot be held responsible for any factual omissions or errors in reproduction or composition or any other mistakes that may occur. The organizers reserve the right to modify or edit the text supplied by the participants.

**14.3.** The organizers will have the sole discretion to refuse an entry to or modify the text for the paid advertisements which may be detrimental to the interests of other stakeholders.

### 15. Entry of Participants

Participants will be allowed entry into the halls from 10:30 a.m. and they have to vacate the halls latest by 8:30 p.m. every day during the Fair.

### 16. Modification of Terms and Conditions

Any of the terms and conditions mentioned above may be relaxed or modified at the discretion of the Competent Authority of the organizers whose decision will be final and binding.

### 17. Jurisdiction

Any dispute or claim arising out of the participation in the Fair will be subjected to the exclusive jurisdiction of the Delhi Courts.

### 18. Security

The organizers will provide round-the-clock security arrangement at all the halls during the Fair, however, the organizers are not liable for the loss of or damage to the goods and property of the participants. The participants are therefore, advised not to leave their stalls unattended during the Fair timings.

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

### 19. Miscellaneous

Use of polythene is prohibited by Delhi Government. As such, all participants shall adhere to this ban strictly.

*Please address all communication to  
Deputy Director (Exhibition)*



### **NATIONAL BOOK TRUST, INDIA**

Ministry of Human Resource Development  
Government of India

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

Phone: 011-26707700, Fax: 011-26707846

E-mail: dd-exh@nbtindia.org.in

Fair website: [www.newdelhiworldbookfair.gov.in](http://www.newdelhiworldbookfair.gov.in)

(f) [newdelhiworldbookfair](http://newdelhiworldbookfair)

NBT website: [www.nbtindia.gov.in](http://www.nbtindia.gov.in)

(f) [nationalbooktrustindia](http://nationalbooktrustindia)





## Company Profile

Name of the Exhibitor/Participant : .....  
(in BLOCK letters)

## Head of the Organization

Name of the Applicant Mr. ☐ Ms. ☐ .....  
Surname..... First Name.....  
Telephone: ..... Mobile: ..... Fax: .....  
E-mail: ..... Website: .....  
Address: ..... Pin: .....

Contact Person Mr. ☐ Ms. ☐ .....  
Surname..... First Name.....  
Designation : ..... Telephone: ..... Mobile: .....  
E-mail: .....

## Booking Details

Number of Stalls ☐ Stands ☐ Constructed ☐ Bare Space ☐

## Particulars of remittance

DD Number ..... Date ..... Amount US \$ .....  
Bank Name .....

## Bank details for money transfer towards booking

### PAYMENT TO BE SENT TO CANARA BANK, FOREIGN DEPARTMENT SOUTH, NEW DELHI

|               |   |  |
|---------------|---|--|
| CANARA BANK   | : | CNRBINBBDFS  |
| FOR CREDIT OF | : | NATIONAL BOOK TRUST, INDIA                         |
| ACCOUNT NO.   | : | 3159101000299                                      |
|               | : | CANARA BANK, VASANT KUNJ BRANCH                    |
|               | : | NEHRU BHAWAN, 5, INSTITUTIONAL AREA                |
|               | : | PHASE-II, VASANT KUNJ, NEW DELHI – 110 070         |
| US DOLLORS    | : | Acct No. 6550791917 of CANARA BANK                 |
|               | : | International Division, Mumbai (SWIFT: CNRBINBBID) |
|               | : | with BANK OF AMERICA, NY (SWIFT: BOFAUS3N)         |

## Exhibitors' Profile (not more than 50 words)

We have read the "Terms & Conditions" as attached and agree that they are part of this application and also agree to abide by them.

Date (DD/MM/YY) 

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|

Authorized Signatory.....

Note: Incomplete application form will be rejected. The above information will be used for Fair Directory.

**Application Deadline: 28 November, 2014**

