

NEW DELHI

WORLD BOOK FAIR 2020

04-12
JANUARY
2020

PRAGATI
MAIDAN
NEW DELHI
11 AM TO 8 PM



Organised by

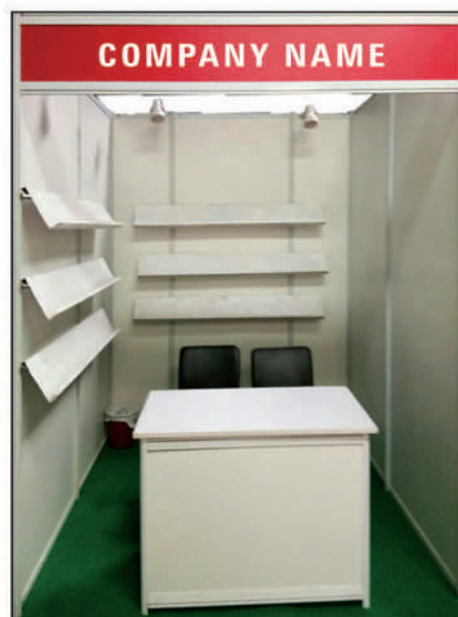
NATIONAL BOOK TRUST, INDIA | Ministry of Human Resource Development, Government of India

Specifications of **EXHIBITION STALL**

A representative image of a Stall of 3m X 3m size



STALL 3X2 MTS



STALL 2X2 MTS



GENERAL INFORMATION



2020

The 28th edition of New Delhi World Book Fair (NDWBF), held for the past 48 years, is a major calendar event in the publishing world. NDWBF 2020 is scheduled from 4 to 12 January 2020 at the centrally located Pragati Maidan, New Delhi. The Fair is organized by National Book Trust, India, an autonomous organization of the Government of India 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, is the co-organizer of the Fair. Today, Indian publishing stands poised at significant crossroads towards the path of growth. NDWBF offers the exhibitors a unique opportunity for business with this growing book industry. It is also an ideal venue for promoting titles, co-publication arrangements and trade. Besides the many literary and publishing conferences and programmes that are 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 across the globe. In 2019, the Fair, spread over an area of 24,000 sq. mt., attracted more than 800 Indian Exhibitors and about 40 Foreign Exhibitors.

Theme

Romain Rolland, the seminal French Nobel Laureate (1915) referred to Gandhi as "master" of 'We, intellectuals, men of science, men of letters, artists.' The Theme of 2020 edition of the Fair is titled **Gandhi: The Writers' Writer**, which will, on the one hand, underscore the influence of Gandhi on Indian literature and some major authors of India and abroad, and will also bring into focus the aspects of Gandhi as a writer, editor, journalist, publisher, printer, a mass communicator par excellence. A wide range of books, and reading materials on the Theme in all Indian languages including some foreign languages, and a spectrum of programmes, conversations, events, special exhibits around the same will be part of the presentation specially organised to commemorate the 150th Birth Anniversary of the Father of the Nation, Mahatma Gandhi.

Children's Pavilion

A number of activities promoting children's literature and reading habit such as skits, dramas, street plays, musical presentations, storytelling sessions, workshops, panel discussions etc. are organized in a specially designed Children's Pavilion. Conducted by renowned writers and illustrators as also professionals from education and publishing fields, these activities see huge participation by teachers and children from government and private schools/non-governmental organizations as well as those associated with the children's literature or reading promotional activities.

Authors' Corners

Two aesthetically designed Authors' Corners created in various halls of the Fair provide the right platform for dialogues, panel discussions, book launches for the domestic publishers, authors and book lovers. Aptly named Lekhak Manch, Sahitya Manch, these Corners have become synonymous with lively literary activities, and also serve as meeting place for the visitors. To slot events please contact the Organizer.

International Events Corner

It is an engaging platform for sharing ideas and enhancing literary understanding. The foreign Exhibitors/Missions/Embassies/Cultural Centres/Book Promotion Agencies are encouraged to book slots at the Events Corner for organizing Book Launches, Panel Discussions, Literary Programmes and Workshops for children as well as adults.



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

New Delhi Rights Table

It is one of the exciting features of NDWBF which will take place on 7 and 8 January 2020. The New Delhi Rights Table offers B2B match making sessions among publishers in a refreshingly new business ambience. The unique format of this event enables exhibitors to book their own Rights Table, meet each other, present their products and ideas, and also finalize their interests and agreements for transfer of translation and other rights of books available in English, Hindi and other Indian languages.

Cultural Programmes

To attract book lovers to the World Book Fair and add to the festivities, NBT also organizes cultural presentations by leading organizations in the field such as Song and Drama Division, Sahitya Kala Parishad, etc. at the Fair. Cultural programmes organized on the occasion have received wide appreciation from all quarters, particularly from foreign participants.



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

Pragati Maidan, Mathura Road, New Delhi - 110001

Duration & Timings

4 - 12 January 2020, 11:00 a.m. to 8:00 p.m

Inauguration

4 January 2020

INFORMATION FOR INDIAN EXHIBITORS

● Subsidized Rental for English language publishers for maximum of 24 Stalls (in INR)

Types of Space	Cost to NBT	Bare Space (3m x 3m)	Stall (3m x 3m)	Stall (3m x 2m)	Stall (2m x 2m)
Basic Rental		55,479	57,391	38,261	17,218
GST @ 18%		9,986	10,331	6,887	3,099
Total Rental	1,60,000	65,465	67,722	45,148	20,317

Note

Booking of Stalls for an individual exhibitor or on collective basis under the general category is restricted to a maximum of 24 Stalls.

● Subsidized Rental for Hindi and other Indian language publishers for maximum of one Stall for each exhibitor (in INR)

Types of Space	Cost to NBT	Bare Space (3m x 3m)	Stall (3m x 3m)	For additional stalls (Upto max. 24 stalls)	Stall (2m x 2m)
Basic Rental		36,061	37,304	57,391	11,191
GST @ 18%		6,491	6,715	10,331	2,015
Total Rental	1,60,000	42,552	44,019	67,722	13,206

Note

The subsidized rates are applicable to the exhibitors exhibiting books only in Hindi or any of the Indian languages. To avail these discounted rental rates, it is mandatory for the exhibitors to submit copy of PAN Card of their company while filing online application form. The subsidized rates are allowed on the rent of one Stall only. Allotment to an individual exhibitor or collective exhibitors is restricted to a maximum of 24 Stalls.

As per provision of section 196 of Income tax Act, 1961, no deduction of tax shall be made by a person from any sum payable to (i) the Government, or (ii) the Reserve Bank of India, or (iii) a corporation established by or under a Central Act which is, under any law for the time being in force, exempt from payment of Income-Tax on its income.

National Book Trust, India is a society established by the Government of India in 1957 for promotion of books and developing reading habit in the country. The income of NBT is exempted from Income Tax under section 10 (23c) of the Income Tax Act. Therefore payment of rental may be made without deduction of any Tax Deduction Source (TDS).

Specification of Stall/Bare Space, Furniture and Electrical Fittings

A stall of 2m x 2m: It consists of six panels with one octonorm counter, 6 MS shelves, 2 chairs, maxima style fascia, carpet and one dustbin.

A Stall of 3m x 2m: It consists of 7 panels with one octonorm counter, 6 MS shelves, 2 chairs, maxima style fascia, carpet and one dustbin.

A Stall of 3m x 3m: It consists of 9 panels with one octonorm counter, 9 MS shelves, 2 chairs, maxima style fascia, carpet and one dustbin.

Bare Space of 3m x 3m: Only carpet and electric connection will be provided for the exhibitors opting for Bare Space. No subsequent request will be entertained in this regard. Total admissible load per Stall will be 300 watts. For additional electricity consumption, extra charges will be levied.

Additional Furniture: It can be hired from the authorized contractor approved by the Organizer after making an advance payment at the rate duly approved by the Organizer.



GENERAL INFORMATION

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Electrical Fittings

(a) **Stall of 2m x 2m:** Four LED and one point for computer connection. Total load admissible will be 150 watts. For additional electricity consumption, extra charges will be levied. Payment of additional electrical charges will be made by the exhibitor at the rate decided by the organizer.

(b) **Stall of 3m x 2m:** Four LED and one point for computer connection will be provided. Total admissible load will be 150 watt, for additional electricity consumption, extra charges will be levied. (Payment of additional electrical charges will be made by the exhibitor at the rate decided by the Organizer).

(c) **Stall of 3m x 3m:** Six LED and one point for computer connection will be provided. Total admissible load per Stall will be 300 watts. For additional electricity consumption, extra charges will be levied. (Payment of additional electrical charges will be made by the exhibitor at the rate decided by the Organizer). Additional electricity charges for the following items to be used during the New Delhi World Book Fair:

- (A) Television @ Rs. 3000 each
- (B) Tea/ Coffee Machine @ Rs. 5000 each.

Note:

The Organizer reserves the right to alter the dimensions of the Stall/Bare Space without assigning any reason thereof and the Organizer's decision will be final and binding on the exhibitors. However, in such a case, exhibitors will be informed in advance.

Mode of Bookings

Exhibitors are advised to book their space online through our website www.nbtindia.gov.in only, because the number of Stall/Bare Space thus booked would automatically be deducted from the total number of Stall/Bare Space as available in the selected Hall. Also the bookings made through the website will receive immediate confirmation.

Mode of Payment

- Full payment needs to be deposited at the time of online booking. Part payment will not be accepted.
- Through online payment gateway.
- Through Bank Draft/Pay Order (**Payment by cheques will not be accepted**).
- Through Bank Transfer via RTGS/NEFT (**Bank Details are mentioned in the adjacent column**).
- Cash payment can be deposited in the Canara Bank situated at NBT, Vasant Kunj office premises or in any other Canara Bank Branch (Cash will not be accepted in NBT Office).

Note: Documentary proof of payment made to NBT should be sent to the NBT office for confirmation of the bookings.

Details of Bank Transfer

Beneficiary	NATIONAL BOOK TRUST, INDIA
Bank	CANARA BANK
A/C	3159101000299
IFSC	CNRB0003159
MICR Code of Bank	110015187
Address :	Nehru Bhawan, 5 Institutional Area Phase - II, Vasant Kunj New Delhi-110070, India

Bookings start : 01 November 2019

Last Date for Booking : 20 November 2019

Participation is open to

- Indian and Foreign Publishers
- Dealers and Manufacturers of Teaching Aids/CDROMs
- Booksellers & Distributors
- Government Organizations/Institutions

Categories of Exhibitors

The exhibitors are classified into the following broad categories:

- English Language Publishers/Booksellers/Distributors
- Hindi & Other Indian Language Publishers
- Foreign Publishers

Note:

Publishers of Children's books in Hindi and other Indian languages can also apply for Stall in Children's book category but in such cases they will not be entitled for any concession/subsidy.

- Each English language exhibitor may therefore indicate the category (**one only**) under which they would like to be placed. The option once exercised will be final and binding on the exhibitors. However, if no option is indicated in the Application Form, the Organizer reserves the right to place the exhibitors in a suitable category on the basis of the information furnished by them in the Application Form.

Allotment of Stalls/Bare Space

Allotment of Stalls/Bare Space will be made by a **computerized draw of lots**. Allotment letters with layout plans, indicating the Hall nos. and Stall nos. will be intimated to the exhibitors in advance via email and it will also be notified on the Fair website.



GENERAL INFORMATION

Registration of Exhibitors and Possession of Stalls/Bare Space

Registration will start at 2.00 p.m. on 3 January 2020 at the main entrance of the respective halls in which Stalls/Bare Space of the exhibitors have been allotted.

Possession of the Stalls

will be given at 2:00 p.m. on 3 January 2020 and possession of Bare Space to the allotted exhibitors will be made available on 1 January 2020 at 2.00 p.m.

Please note that the exhibitors and their fabricators may enter the Pragati Maidan for construction work by purchasing ticket from ITPO.

Assistance

For any assistance during the Fair, exhibitors may contact the respective hall in-charges of the Organizer, whose names and contact details will be communicated at the time of registration or possession of Stalls/Bare Space.

Fair Directory

Each exhibitor will be provided one Fair Directory, which will list out the names and addresses of all the exhibitors, with a brief description of the participating organizations on the basis of the information furnished by them in the Application Form. The Organizer has the right to suitably edit the text provided by the exhibitors. The Organizer reserves 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

The rates for the advertisement in the Fair Directory are given below:

Back Cover - IV (Colour)	₹ 46,174
Inside Cover - II (Colour)	₹ 41,043
Inside Back Cover - III (Colour)	₹ 41,043
Full Page (Colour)	₹ 25,652
Full Page (Black & White)	₹ 18,470
Book Mark	₹ 46,174

Exhibitors interested in advertising in the Fair Directory may apply separately to the Organizer latest by 20 November 2019. Such requests will be considered on first-come-first-served basis. The Organizer reserves the right to accept or reject the requests 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 ITPO against the poles/space provided by ITPO for this purpose. Intimation regarding allotment of poles/space will be notified separately on the Fair website and via emails as per [Annexure I](#).

Entry Passes/Exhibitor Passes

Exhibitors will be given complimentary multiple entry passes and exhibitor passes as per the availability to be provided by ITPO.



GENERAL INFORMATION

INFORMATION FOR FOREIGN EXHIBITORS

A) For participants from SAARC countries

Types of Space	Per Stand	Stall/Bare Space
Basic Rental	US \$ 254	US \$ 1,102
GST@18%	US \$ 46	US \$ 198
Total Rental	US \$ 300	US \$ 1,300

B) For participants from other countries

Types of Space	Per Stand	Stall/Bare Space
Basic Rental	US \$ 636	US \$ 2,203
GST@18%	US \$ 114	US \$ 397
Total Rental	US \$ 750	US \$ 2,600

Specification of Stalls/Bare Space, Furniture and Electrical Fittings

A Stall of 3m x 3m: It consists of 9 panels with one octonorm counter, 9 MS shelves, one glass table, three chairs, maxima style fascia, carpet and one dustbin.

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

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

Electrical Fittings

(a) Stall: Six LED and one point for computer connection will be provided. Total admissible load per Stall is 750 watts. For additional consumption, extra electricity charges will be levied. Payment of additional electrical charges will be made by the exhibitors at the rate decided by the Organizer.



Note: The Organizer reserves the right to alter the dimensions of the Stall without assigning any reason thereof, and the decision of the Organizer will be final and binding on the exhibitors. However, in such a case, exhibitors will be informed in advance.

Booking of Space

Booking of Stalls/Bare Space will be made on receipt of the prescribed and duly completed Application Form along 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 20 November 2019 or through Bank Transfer. Bank details are given below:

IFSC	CNRBINBDDFS
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- 110070
TRANSFER IN US\$	ACCOUNT No. 6550791917 of Canara Bank International Division, Mumbai (SWIFT: CNRBINBBID) with BANK OF AMERICA, NY (SWIFT: BOFAUS3N)

Payment can also be made through online payment gateway available at NBT website www.nbtindia.gov.in under sub-head: WBF

Bookings start: 01 November 2019

Last date for booking: 20 November 2019

Allotment of Stalls/Bare Space

Allotment of Stalls/Bare Space will be made by a draw of lots. Allotment letters with layout plan, indicating the allotted Hall Nos. and Stalls Nos. will be sent to the exhibitors in advance by email/post and it will also be notified on the Fair website.

Registration of Exhibitors and Possession of Stalls/Bare Space

Registration will start at 12:00 noon on 3 January 2020, in the Reception Area inside Hall 7, where Stalls/Bare Space would be allotted to the exhibitors. Possession of Stalls will be given at 2:00 p.m. on 3 January 2020 and possession of Bare Space to the allotted exhibitors will be made on 1 January 2020 at 2:00 p.m.



GENERAL INFORMATION

Assistance

For any assistance during the Fair, exhibitors may contact the respective hall in-charges, whose names and contact details will be communicated at the time of registration or possession of Stall/Bare Space.

Fair Directory

Each exhibitor will be provided with a copy of the Fair Directory, which would list out the names and addresses of all the exhibitors, with a brief description of the participating organization on the basis of the information furnished in the Application Form. The Organizer has the right to suitably edit the text provided by the exhibitors. The Organizer reserves the exclusive right to publish and sell the Fair Directory, with the advertisements which appear in the Fair Directory.

Advertisement in the Fair Directory

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

Back Cover - IV (Colour)	US \$ 616
Inside Cover - II (Colour)	US \$ 564
Inside Back Cover - III (Colour)	US \$ 564
Full Page (Colour)	US \$ 308
Full Page (Black & White)	US \$ 287

Interested exhibitors may apply separately to the contact details given at the end of this folder by 20 November 2019. Such requests will be considered on the first-come-first-served basis. The Organizer reserves 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 the 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 as per Annexure I.

Clearing of Consignment

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



TERMS AND CONDITIONS

2020



1. Overview

1.1 The Organizer reserves the right to accept or reject Applications without assigning any reason thereof.

1.2 Allotment of the halls to each category of publishers will be at the sole discretion of the Organizer.

1.3 In case of a natural disaster or if circumstances so warrant, the Organizer reserves the right to postpone, alter or cancel the Fair. In case the Fair is cancelled before the inauguration, rental collected will be refunded at the earliest after deducting the GST.

1.4 The accepted applications will be considered as an agreement (under the accepted terms) between the exhibitor and the Organizer subject to the availability of space.

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

1.6 Display of relevant banners, posters, etc. on or within the Stall is permitted. However, no display will be allowed outside the Stall. In case, exhibitor is found not complying with these guidelines, penalty as per ITPO's terms will be imposed.

1.7 Sale of books and other reading materials will be permitted on the following conditions: (a) Exhibitor(s) will not be allowed to sell toys, key chains and masks, honey, medicinal products, etc, (b) A uniform discount of 10% will be allowed on the printed price, higher discounts are prohibited, (c) Hawking and sale of books at specially reduced prices is strictly prohibited, (d) No books or materials forbidden by the law, including violation of copyright act, will be displayed or sold. Exhibitors are solely responsible for any violation in this regard and the Organizer will not be liable for such a violation. Exhibitors will indemnify the Organizer from and against all proceedings and expenses whatsoever in consequence of any such violation.

1.8 Exhibitors playing audio or video DVDs/CDs at the Stalls will ensure that the decibel level of sound does not cause any annoyance to either the neighbouring exhibitors or to the visitors. The Organizer will be the sole judge to decide in this regard and can prohibit exhibitors from playing such audio/video.

1.9 Distribution of leaflets/pamphlets inside or outside the hall is strictly prohibited. Anyone found with such material will be penalised ₹ 10,000/- for unauthorized distribution.

1.10 Any unauthorized hoarding, standee, banner, stickers, posters, banners are banned inside the fair venue by ITPO. If found, the party/exhibitor will be charged ₹ 20,000/- per day.

1.11 To maintain peace and order during the New Delhi World Book Fair, no literary and cultural programmes will be held at a place or Stall in the Fair Grounds other than at the places designated for such activities by the Organizer. If any exhibitor desires to organize a programme at the designated places, it is mandatory for the exhibitors to submit a written request to the Organizer in advance. The same shall be accepted on first-come-first-served basis.

1.12 No encroachment or extension in the passages is allowed. Exhibitors are, therefore, advised to arrange the display within the space allotted to them, otherwise penalty as per the ITPO's terms will be imposed.

1.13 Exhibitors are advised not to participate in the Fair if they are subjected to bankruptcy proceedings before a court of law. If any such proceedings are initiated following registration for the Fair, the Organizer needs to be informed by the exhibitor without delay.

1.14 Only those articles and products may be exhibited which fulfill the applicable legal requirements.

1.15 The Organizer will decide on its discretion whether any product may be permitted in the Fair in case it does not appear to be directly related to the publishing industry.

1.16 Provisional or unofficially submitted applications or mere reservation requests are invalid and will not be processed until a formal registration along with payment is submitted by the stated deadline.

1.17 Keeping in mind the feedback received from various publishers in the Publishers' Meets, convened by the organizer from time to time, it is hereby informed that an Enforcement Team will be deployed in the Fair venue, wherein the stall allotment of such exhibitors who violate the terms and conditions as mentioned in this Brochure, will be summarily cancelled and they will be required to vacate the Fair premises on the same day without entertaining any claim for refund. The Organizer reserves the right to further allot such vacated stalls to any other exhibitor(s) for the remaining period of the Fair.

2. Booking of Space

2.1 The process for booking of space at NDWBF 2020 is on first-cum-first-serve basis and after realization of payment till the hall is fully booked. For further details, please see [Annexure II](#).

2.2 No application will be entertained after the last date of booking i.e. 20 November 2019.



TERMS AND CONDITIONS

2.3 In case of booking of Stalls by an exhibitor, the Organizer will provide duly constructed Stall with octonorm system having provision for display of books. Once the Stall is booked, no exhibitor will be allowed to withdraw their name or remove the structure of Stall(s). **In case the Stall(s) is/are dismantled under any compelling need by the exhibitor, 50% of the Stall rent as penalty will be levied on the exhibitor.**

2.4 Exhibitor is not permitted to sublet the items provided to them by the Organizer, to a third party. The Exhibitor is obliged to keep the items in their immediate possession and only to use them within their exhibition area.

2.5 Exhibitors opting for Bare Space will be responsible for the construction and dismantling of Stall(s). The construction of Stalls must have adequate and proper provision for display of books.

2.6 The maximum height for Stall construction on Bare Space is 12 feet. Exhibitor should not cross the permitted limit while constructing their Stalls on Bare Space. In case of violation of this limit, the Organizer reserves the right to remove the construction at the cost of the exhibitor and a penalty of 50% of the booking amount will be charged.

2.7 Mezzanine construction will be taken up only on ITPO's written approval/permission. Charges for the construction on Mezzanine area created by the exhibitor will be as per license fee of the Hall and will be payable by the exhibitor before seeking an approval of the layout. **In case of non-adherence to any of the approved guidelines/plans, a penalty of ₹ 1,20,000/- per violation will be imposed.**

2.8 Removal of panel between two or more Stalls is not permitted even if any exhibitor has booked its Stall under different names and wishes to club them into one.

2.9 Indian language publishers have to provide a copy of PAN Card of the company (mandatory) for availing language subsidy (PAN card in the individual name will not be considered for subsidy).

2.10 Applicants may indicate if they want their Stalls to be placed adjacent to the Stall of any other exhibitor. If so, written consent of the other exhibitor is required and it should be submitted with the filled in Application Form. In case of online booking, a unique code will be generated, which is to be shared among the exhibitors for the purpose of clubbing, but the clubbing shall not increase a maximum of 24 stalls.

2.11 No Bare Space will be provided to the exhibitor who has not opted for the same in the Application Form. In case the exhibitor wishes to change the same to Stall after the booking, they will have to pay 20% extra of the rental amount paid as administrative expenses. However, this request will not be entertained after Computerized Draw of Lots is conducted. The same penalty will apply, in case the exhibitor wishes to change from Stall to Bare Space.

2.12 No modification of Stall to Bare Space or vice versa shall be allowed at the site/venue. If such a modification is detected, a penalty of 50% of the booking amount will be charged and they will be debarred from participation in NBT's future book fairs.

2.13 Any partial modification of the constructed stall which includes fascia, shelves, tables and electrical fitting etc. other than those provided by the organizer will not be allowed and such exhibitor will be penalized 50% of the booking amount.

2.14 Efforts will be made to provide Stalls to the exhibitors in the indicated category but the Organizer has the right to modify or provide Stalls in some other category.

2.15 Exhibitor is obliged to allow the Organizer and its service partners to see and check their Stall and items at any time.

2.16 No correspondence will be done with those exhibitors who fail to get confirmed allotment in NDWBF.

3. Clubbing of Stalls/Bare Space

A Group of companies/exhibitors can apply for a maximum of 24 Stalls in case of Hindi/Regional language publishers and 24 Stalls for English language publishers. (Subsidy towards rentals will be provided for only one Stall for Hindi/Regional language publishers). However, allotment will be subject to the availability of Stalls. The number of Stalls booked can be curtailed by the Organizer depending upon the availability of space. **No clubbing will be allowed in case of Stalls of size 2m x 2m and stalls of size 3m x 2m.**

4. Assignment/Subletting

Without the Organizer's prior consent in writing, no exhibitor will transfer, sublet or share with or without payment all or part of their allotted space or item within the Fair.

TERMS AND CONDITIONS

5. Withdrawal/Cancellation

5.1 Once booking of the Stall is made by an exhibitor, 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

5.2 Cancellation is possible only if the exhibitor submits a request in writing before the last date of the booking, i.e. before 20 November 2019. However, 20% will be deducted from the amount towards administrative expenses. Any cancellation request received after 20 November 2019 will not be entertained.

5.3 Exhibitors will be deemed to have withdrawn if for any reason whatsoever they fail to take possession of the allotted Stall/Bare Space within 24 hours from the date of inauguration of the Fair. The Organizer may, therefore, dispose off the unoccupied space and the said exhibitors will have no right to claim a refund or compensation even if the space is allotted to other exhibitors.

6. Terms of Payment

Payment can be made through Demand Draft/Pay Order in favour of National Book Trust, India, payable at New Delhi. Payment can also be transferred via RTGS/NEFT or through online payment gateway. Cash payment can also be deposited in any of the Canara Bank Branches. **Note: Cash payment or cheques will not be accepted in NBT Office.**

7. Allotment of Space

Allotment of Stalls shall be made by a computerized draw of lots. Allotment letters with layout plans, indicating the Hall nos. and Stall nos. will be intimated to the exhibitors in advance via email and it will also be notified on the Fair website.

8. Possession and Vacation

8.1 Exhibitors will be given possession of the Stall at 2:00 p.m. on 3 January 2020. The Stalls may not be dismantled prior to the official breakdown period, that is, on the last day of the Fair. Exhibitor will however, be obligated to vacate their exhibition space in full, prior to the end of the breakdown period.

8.2 Exhibitors who have applied for the Bare Space will be given the possession of the space at 2:00 p.m. on 1 January 2020. However the entry is strictly through tickets to be purchased from ITPO.

8.3 Exhibitors need to follow the guidelines as issued by ITPO for smooth entry into Pragati Maidan, as mentioned herewith:

- a. Entry through Gate No. (to be informed later).
- b. Entry on production of Allotment Letter, Gate Pass and Insurance Certificate.

9. Dismantling of Stalls

It shall be the responsibility of the exhibitors 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. If any panels, racks, tables or any other item provided are found to be broken/not further useable or missing, then the cost of those items will be borne by the respective exhibitor.

10. Telephone Service

Exhibitors are advised to seek telephone connection from MTNL office located at ITPO for their Stalls on their own. The rental of the telephone connection will be borne by the exhibitor, and the Organizer will only certify their participation before seeking telephone connection from MTNL, wherever necessary. The exhibitors are advised to obtain the certificate of participation.

11. Wi-fi Facility

Exhibitors who wish to have wi-fi facility may visit ITPO's website www.itpoonline/wifi.com for the same.

12. Removal of Displays and Goods

No goods or displays shall be removed from the Stalls during the Fair without the written permission of the Organizer.

13. Cleaning

While the Organizer will carry out general cleaning, exhibitors will be responsible for the cleanliness of their respective Stalls during the Fair.

14. Insurance Coverage

14.1 The Organizer generally subscribes to an insurance policy covering the financial consequences of the public liability in its role as the Organizer.

14.2 Exhibitor will bear the sole responsibility to insure their own furniture and exhibits against damage incurred due to burglary, riots, strikes, theft, fire, rain water, including natural calamities during the fair etc., and against damages incurred in transit to and from the Fair. There is no collective insurance policy. Possession of the Stalls shall be given on production of evidence of



APPLICATION FORM (FOR FOREIGN EXHIBITORS)

insurance. The Organizer will not be liable to pay for any damages and loss incurred due to any reason including natural calamities. The Organizer is entitled, but not obliged, to inspect such policy before handing over possession of the Stall. In the event of a claim against the Organizer, the exhibitor(s) will indemnify the Organizer.

15. Intellectual Property Rights

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

16. Fair Directory

16.1 The Organizer reserves the exclusive right to publish and sell the Fair Directory with the advertisements appearing in it.

16.2 The information necessary for the entries in the Fair Directory will be furnished by the exhibitors and they will be responsible for all given information. The Organizer cannot be held responsible for any factual omissions or errors in reproduction or composition or any other mistakes that may occur. The Organizer reserves the right to modify or edit the text supplied by the exhibitors.

16.3 The Organizer will have the sole discretion to refuse an entry or to modify the text for the paid advertisements which may be detrimental to the interest of the stakeholders.

17. Timings for Exhibitors

17.1 Exhibitors will be allowed entry into the Halls from 10:30 a.m. and they have to vacate the halls latest by 8:00 p.m. every day during the Fair.

17.2 In order to replenish the stock/books, etc. for their Stalls exhibitors will be allowed to bring such goods through designated Gate number only (to be informed later) in their commercial vehicles before 10:00 a.m. during the Fair days.



18. 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 Organizer whose decision will be final and binding.

19. Security

The Organizer will provide round-the-clock security arrangement in all the Halls during the Fair. However, the Organizer is not liable for the loss or damage to the goods and property of the exhibitors. Exhibitors are, therefore, advised not to leave their Stalls or their belongings unattended during the Fair timings.

Exhibitors, 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.

20. Jurisdiction

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

21. Others

Use of polythene bag is prohibited by the Delhi Government. Therefore, all exhibitors are required to strictly adhere to this ban.

Please address all communications 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: 91-11-26707780/788 • Fax: 91-11-26707846

• E-mail: ndwbf1@gmail.com

• Website:

www.nbtindia.gov.in/ www.newdelhiworldbookfair.gov.in

APPLICATION FORM (FOR INDIAN EXHIBITORS)

(Please fill this Form online. Offline applications are not accepted)

1. Company Profile

Name of the Company/Publishing House (in BLOCK letters) (in English):
(in Hindi):
(For Fair Directory and Fascia on Stall)

2. Participation

Individual ☐ Clubbed ☐

(In case of clubbed Stalls consent letters of both the parties are mandatory to be attached)

3. Head of the Organization

Mr./Ms.
Address:
.....Pin:
Telephone: Mobile:
E-mail: Website:

4. Contact Person for the Fair

Mr./Ms.
Designation : Telephone: Mobile:
E-mail:

5. Select Language:

☐ Indian Language (Maximum 24 stalls)

[Please attach/upload a copy of PAN Card as per the Terms & Conditions of clause 2.9]

Hall No. 12A — (Please Specify the Language)..... Company's Pan Card No.:

☐ English Language

5a. Select your Hall

☐ Hall No. 7DFGH (Children & Educational Books including Educational Aids/CDs, etc.)

☐ Hall No. 8 to 11 & 12 (General & Trade, Science & Technology, Social Science & e-Books)

(The location will be as per the space provided by ITPO.)

Select your Space:

6. ☐ Number of constructed Stalls (2mx2m) _____ (Maximum 1 stall) Please refer to clause 2.3 and 2.12
☐ Number of constructed Stalls (3mx2m) _____ (Maximum 1 stall) before bookings
☐ Number of constructed Stalls (3mx3m) _____ (Maximum 24 stalls)
☐ Number of Bare Space (3mX3m) _____ (Maximum 24 stalls) (Maximum height 12ft as per clause 2.7)

Payment Details

7. DD/Pay Order Number: Date: Amount:
Bank Name:

PAN Card Number

GST Number

8. Exhibitor's Profile (please attach a separate sheet with typed matter of 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. Forms without profile details may not be included in the Fair Directory.

Application Deadline: First-cum-first-served basis (20 November 2019)



APPLICATION FORM (FOR FOREIGN EXHIBITORS)



1. Company Profile

Name of the Company/Publishing House (in BLOCK letters) :
(Name to be displayed in Fair Directory and Fascia on Stall)

2. Participation

Individual ☐ Clubbed ☐

(In case of clubbed Stalls, consent letters of both the parties are mandatory to be attached)

3. Head of the Organization

Mr./Ms. :

Address: Pin:

Telephone: Mobile:

E-mail: Website:

4. Contact Person for the Fair

Mr./Ms.

Designation : Telephone: Mobile:

E-mail:

5. Select your Space

- ☐ Number of constructed Stalls (2mx2m) (Maximum 1 stall)
☐ Number of constructed Stalls (3mx3m) (Maximum 24 stall)
☐ Number of Bare Space (3mx3m) (Maximum 24 stalls)

6. Particulars of Remittance

DD Number Date Amount US \$ Bank Name

7. Bank details for money transfer towards booking

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

IFSC	CNRBINBDFS
FOR CREDIT OF	NATIONAL BOOK TRUST, INDIA
ACCOUNT NO.	3159101000299
BANK DETAILS	CANARA BANK, VASANT KUNJ BRANCH NEHRU BHAWAN, 5, INSTITUTIONAL AREA, PHASE-II VASANT KUNJ, NEW DELHI – 110 070
TRANSFER IN US \$	Account No. 6550791917 of CANARA BANK International Division, Mumbai (SWIFT: CNRBINBBID) with BANK OF AMERICA, NY (SWIFT: BOFAUS3N)

8. Exhibitor's Profile (Please attach a separate sheet with typed matter of 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. (Forms without profile details may not be included in the Fair Directory).

Application Deadline: 20 November 2019

SPECIFICATION (FOR INDIAN AND FOREIGN EXHIBITORS)

Table A

S. No.	Type of Site	Size	Rental charges per unit (INR)	USD
1.	Flag Poles	2.5 x 6 ft. (per side)	Rs. 650/- (Inclusive of GST @ 18%)	20
2.	Electric Poles	3 x 6 ft. (per side)	Rs. 950/- (Inclusive of GST @ 18%)	30
3.	Halogen Poles	3 x 23 ft. (per side)	Rs. 2100/- (Inclusive of GST @ 18%)	45
The above rates do not include Printing, Fixing charges etc. The same needs to be carried out by the exhibitor at his/her own cost.				Inclusive of printing + fixing charges

Table B

Rates for full duration				
S. No.	Type of Site	Remarks	INR	USD
1.	LED screen in front of Hall 7	10 Sec. video 3 Spots per day	Rs. 30,000/- + GST @18%	550
2.	Chocolate Box Hoarding (20 feet x 10 feet) [Hall No. 14 to Hall No. 11]	One side	Rs. 27,500/- + GST @18%	500
3.	Triangular Hoarding (27 feet x 10 feet) [Hall No. 7, 8, 9, 11]	One side	Rs. 77,000/- + GST @18%	1500
4.	Tower Hoarding (20 feet x 5 feet) [Hall No. 15]	One side	Rs. 38,500/- + GST @18%	800
5.	Hoarding (20 ft. X 20 ft.) [Hall No. 8-11, 12, 12A, 7]	One Side	Rs. 71,500/- + GST @18%	1400
The above rates do not include Printing, Fixing charges etc. The same needs to be carried out by the exhibitor at his/her own cost.				Inclusive of printing + fixing charges

Table C

			Rates for full duration	
S. No.	Options	Size (WxH)	INR	USD
1.	Shuttle Vehicle	Side Panel 125 x 17 inch. (per side)	Rs. 15,000+GST @18%	275
		Back Side 19 x 16 inch	Rs. 10,000/-+GST @18%	225
		All 3 sides	Rs. 35,000/-+GST @18%	600
		Driver side 23 x 14 inch	Rs. 10,000/-+GST @18%	225
The above rates inclusive of printing, fixing charges				

Table D

			Rates for full duration		Rates per day	
S. No.	Options	Size	INR	USD	INR	USD
2.	Hindi Newsletter (MelaVaarta) Please contact	Quarter page	Rs. 25,000/-	400 USD	Rs. 3,000/-	50 USD
		Half page	Rs. 50,000/-	800 USD	Rs. 6,000/-	100 USD
		Full page	Rs. 1,00,000/-	1600 USD	Rs. 12,000/-	200 USD
	Mr. Pankaj Chaturvedi at pc7001010@gmail.com					
3.	English Newsletter (Fair Daily) Please contact Mr. Binny Kurian at bennykurian@gmail.com	Quarter page	Rs. 40,000/-	600 USD	Rs. 5,000/-	90 USD
		Half page	Rs. 60,000/-	900 USD	Rs. 8,000/-	150 USD
		Full page	Rs. 1,10,000/-	1700 USD	Rs. 15,000/-	250 USD
		Inside Page bottom/side strip	Rs. 30,000/-	500 USD	Rs. 4,000/-	75 USD
		Front Page (bottom strip)	Rs. 1,10,000/-	1700 USD	Rs. 15,000/-	25 USD
		Back Cover	Rs. 1,40,000/-	2000 USD	Rs. 20,000/-	300 USD
4.	Authors' Corner	Branding on side panels	Rs. 1,50,000/-	2200 USD	Not applicable	



Annexure – II

PROCEDURE FOR ALLOTMENT OF HALLS/STALLS [for Indian Exhibitors only]

- All Application Forms will be accepted online only. Any offline Form so received will have to be uploaded by the Exhibitor online.
- After login, Select LANGUAGE > Select Hall > Select SPACE > PAYMENT details.
- Each Hall at Pragati Maidan has been assigned a specific category: Children's Hall, Indian Language Hall, Foreign Exhibitors, and General & Trade (English) publishers. The allotment of stalls/bare space will be done Hall-wise/category-wise through Computerized Draw of Lots.

Please Note: Since there are more exhibitors for General & Trade category, hence there may be multiple halls assigned to this category. The application will be accepted for the first hall till it is fully booked (**on first-cum-first-served basis and after realization of payment**). The rest of the applications for this category will then be booked as per the next hall assigned to General & Trade Category (unless you choose a specific Hall).

- The Computerized Draw of Lots for each of the General & Trade category mentioned above will be done Hall-wise i.e. separate for each Hall.

Please Note: Hall No. 8-11 is a single entity (a single Hall), hence any booking received for 8-11 will be allotted space anywhere in the Hall as per the Computerized Draw of Lots. No request for any change of Hall/Space will be entertained.







PLUS



Organiser

ज॒क॒व॒त॒ इ॒न्द॒र॒ उ॒क्॒त॒ | इ॒न्द्र॒
क॒न॒क॒ फ॒द॒ल॒ क॒ल॒ | इ॒न्द्र॒ इ॒न्द्र॒

NATIONAL BOOK TRUST, INDIA

Ministry of Human Resource Development, Government of India

Nehru Bhawan, 5 Institutional Area

Phase-II, Vasant Kunj, New Delhi-110 070 (India)

Phone: 91-11-26707700 • Fax: 91-11-26707846

Website: www.nbtindia.gov.in



Co-organiser

इ॒ण्डि॒या॒ ट्रेड॒ प्र॒मो॒शन॒ आ॒र्गना॒इ॒जे॒शन॒

INDIA TRADE PROMOTION ORGANISATION

Pragati Bhawan, Pragati Maidan, New Delhi-110 001

Website: www.indiatrdefair.com



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