

NEW DELHI

**WORLD  
BOOK  
FAIR**

**7-15 JANUARY  
2017**

**PRAGATI MAIDAN, NEW DELHI**



Supported by  
**Ministry of  
Human Resource Development  
Government of India**



Organiser

**राष्ट्रीय पुस्तक न्यास, भारत**

मानव संसाधन विकास मंत्रालय, भारत सरकार

**NATIONAL BOOK TRUST, INDIA**

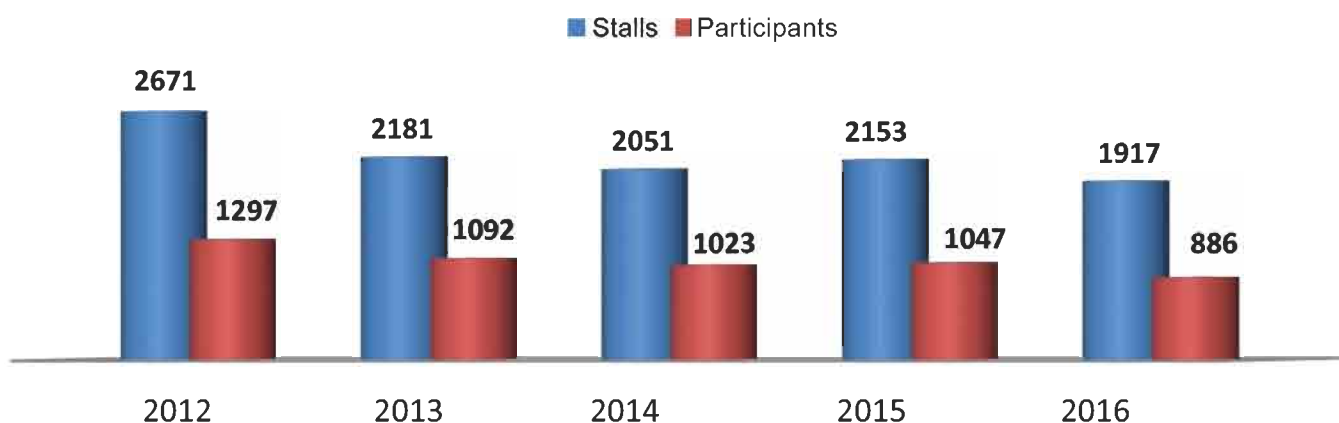
Ministry of Human Resource Development, Government of India



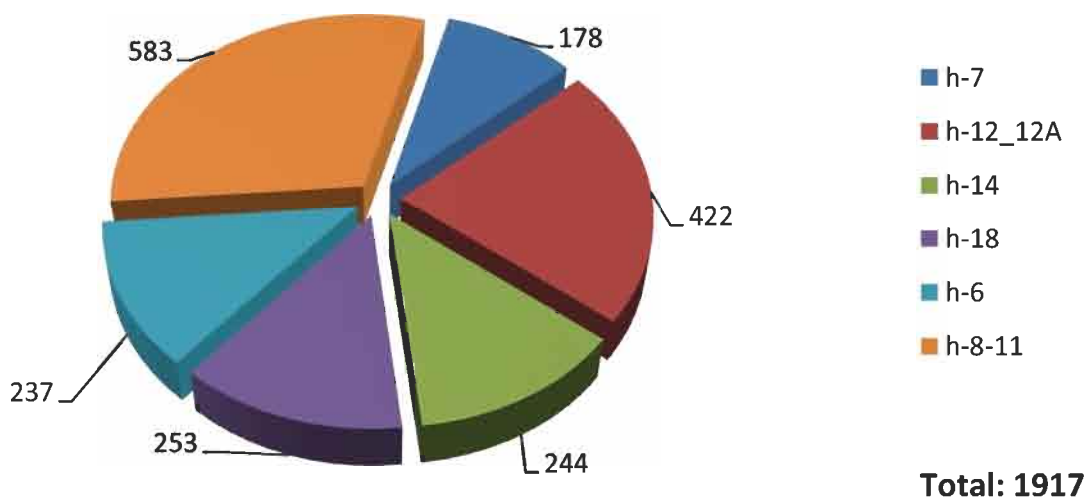
## New Delhi World Book Fair Participants' Chart



### No. of Participants at the Annual New Delhi World Book Fair (2012-2016)



### Category-wise Distribution of Stalls in New Delhi World Book Fair 2016



#### Supported by

Federation of Indian Publishers | Federation of Publishers' & Booksellers' Association in India  
Delhi State Booksellers' & Publishers' Association | Federation of Educational Publishers in India  
Akhil Bharatiya Hindi Prakashak Sangh | CAPEXIL | Association of Indian Publishers & Booksellers

WELCOME TO THE NEW DELHI  
**WORLD BOOK FAIR**  
 7-15 January 2017



The **New Delhi World Book Fair (NDWBF)**, held for the past 44 years, is now a major calendar event in the publishing world. NDWBF 2017 is scheduled to be held from 7 to 15 January 2017 at the centrally located Pragati Maidan, New Delhi. The Fair is organized by the 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 being 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 2016, the Fair, spread over an area of 40,000 sq. mt., attracted nearly 1000 Indian Exhibitors and about 30 Foreign Exhibitors.

### International Events Corner

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.



### CEOSpeak — a Forum for Publishing

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. The 2017 edition will be the 5th edition of this significant event.



### New Delhi Rights Table

It is one of the exciting features of NDWBF which will take place on 9 and 10 January 2017. The New Delhi Rights Table offers B2B match making sessions between 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.

National Book Trust, India, invites you to participate in the NDWBF 2017



## 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. 6/Hangar, 7, 8, 9, 10, 11, 12, 12A, 14 & 18 at Pragati Maidan, Mathura Road, New Delhi - 110001

### Duration & Timings

7 - 14 January 2017, 11:00 a.m. to 8:00 p.m.  
 15 January 2017, 11:00 a.m. to 5:00 p.m

### Inauguration

7 January 2017

### Rental

| A) For participants from SAARC countries |                 |             |
|--|-----------------|-------------|
| Stand                                    | 1 mtr.          | US \$ 250   |
| Stall/Bare Space                         | 3 mtr. x 3 mtr. | US \$ 1100  |
| B) For participants from other countries |                 |             |
| Stand                                    | 1 mtr.          | US \$ 600   |
| Stall/Bare Space                         | 3 mtr. x 3 mtr. | US \$ 2,200 |

### Specification of Stand/Stall/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, one glass table, three chairs, fascia lettering on vinyl cutting, 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) Stand:** One CFL 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 CFL 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 Stands/Stalls 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 Stand/Stall/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 **21 November 2016** 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<br>NEHRU BHAWAN, 5, INSTITUTIONAL AREA<br>PHASE-II, VASANT KUNJ<br>NEW DELHI- 110070   |
| TRANSFER IN US\$ | ACCOUNT No. 6550791917 of<br>Canara Bank<br>International Division, Mumbai<br>(SWIFT: CNRBINBBID) with BANK OF<br>AMERICA, NY (SWIFT: BOFAUS3N) |

Bookings start : 15 October 2016

Last date for booking : 21 November 2016



## 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 Stands/Stalls Nos. will be sent to the exhibitors in advance by email/post and it will also be notified on the Fair website.

### Foreign Exchange

For the foreign exchange requirements, exhibitors may contact the following, if they so wish, or they may get the same arranged through the agent of their choice.

M/s Thomas Cook (India) Ltd.,  
E-mail: [pankaj.kashyap@in.thomascook.com](mailto:pankaj.kashyap@in.thomascook.com)

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

Registration will start at 4:00 p.m. on 6 January 2017. It will be done in front of the respective halls in which Stands/Stalls/Bare Space would be allotted to the exhibitors.

Possession of Bare Space to the allotted exhibitors will be made on 4 January 2017 at 2:00 p.m.

### 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 Stalls/Stands/Bare Space.

### Fair Directory

Each exhibitor will be provided with a copy of the Fair Directory, which would list out the name and address of all the exhibitors, with a brief description of the 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

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 exhibitors may apply separately to the contact details given at the end of this folder by **25 November 2016**. 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.

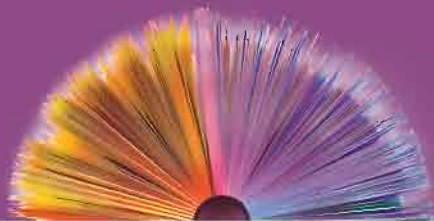
### Entry Passes

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

### 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 get it done through any authorized agent of their choice.





## TERMS AND CONDITIONS



### 1. General

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

1.2 In the 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, the rental collected will be refunded at the earliest after making necessary deductions as decided by the Organizer.

1.3 Applications on being accepted by the Organizer will be considered as an agreement (under the accepted terms) between the exhibitor and the Organizer 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 the Stall is permitted. However, no display will be allowed outside the Stall. 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 price 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 violation of copyright act, should be displayed or sold. Exhibitor will be solely responsible for any violation in this regard and the Organizer will not be liable for such a violation. The exhibitor shall indemnify the Organizer from and against all proceedings and expenses whatsoever in consequence of any such violation.

1.7 Playing of Audio/Video DVDs/CDs: Exhibitor playing audio or video DVDs/CDs at the Stalls should 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 on this regard and can prohibit exhibitors 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 at the places designated for such activities by the Organizer. For booking of space to hold such programmes, it is mandatory for the exhibitors to submit written request to the Organizer 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. 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.

### 2. Booking of Space

2.1 Booking of Stand/Stall/Bare Space will be confirmed only on receipt of the prescribed Application Form duly completed in all respects 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 **21 November 2016**. The Bank details for transfer of money are given below:

|                  |   |
|------------------|---|
| IFSC             | CNRBINBDDFS   |
| FOR CREDIT OF    | NATIONAL BOOK TRUST, INDIA  |
| ACCOUNT NO.      | 3159101000299   |
| CANARA BANK      | VASANT KUNJ BRANCH<br>NEHRU BHAWAN, 5, INSTITUTIONAL AREA<br>PHASE-II, VASANT KUNJ<br>NEW DELHI- 110070   |
| TRANSFER IN US\$ | ACCOUNT No. 6550791917 of<br>Canara Bank<br>International Division, Mumbai<br>(SWIFT: CNRBINBBID) with BANK OF<br>AMERICA, NY (SWIFT: BOFAUS3N) |

2.2. Booking of Bare Space: Exhibitors 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 exhibitor desires to construct mezzanine floor, prior approval of the Organizer is required for the same.



## TERMS AND CONDITIONS



**2.4. The maximum height for Stall construction on Bare Space is 12 feet.** Exhibitor should not cross the permitted limit while constructing the Stalls on Bare Space. In case of violation of this limit, Organizer reserves the right to remove the construction at the cost of the exhibitor and the penalty imposed by the ITPO will be borne by the concerned exhibitor. Mezzanine construction should be taken up only on ITPO's approval. Charges for the construction on mezzanine area by the exhibitor will be as per the license fee of the hall, payable by the exhibitor before seeking an approval of the layout.

**2.5** 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 duly filled Application Form.

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

### 3. Assignment/Subletting

**3.1** Without the Organizer's prior consent in writing, exhibitor will not transfer, sublet or share with or without payment, all or part of their allotted space within the Fair grounds.

**3.2** It is not permitted for the exhibitor to sublet the items provided to them by the Organizer to third party. The exhibitor is obliged to keep the items in his/her immediate possession and only to use them on the exhibition area where they have been provided by the Organizer.

### 4. Withdrawal/Cancellation

**4.1.** Once the 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.

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

**4.3** Cancellation is possible only if the exhibitor submits a request in writing before the last date of the Registration, i.e. before **21 November 2016**. However, 20% will be deducted from the amount towards service tax and administrative expenses.

### 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 number and Stand/Stall numbers will be sent to the exhibitors in advance via email/post and it will also be notified on the Fair website.

### 6. Possession and Vacation

Exhibitors will be given possession of the Stands/Stalls at 4:00 p.m. on 6 January 2017. Exhibitors, who have applied for the Bare Space, will be given the possession of the space on 4 January 2017 at 2:00 p.m. The Stands/Stalls may not be dismantled prior to the official breakdown period, that is, on the last day of the Fair. Exhibitor will, moreover, be obligated to vacate their exhibition space in full, prior to the end of the breakdown period.

### 7. Dismantling of Stalls

It will be the responsibility of the exhibitor 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 exhibitor.

### 8. Telephone Service

Exhibitors are advised to seek telephone connection from MTNL for their Stalls at their own cost, the Organizer will certify and forward their request to MTNL, wherever necessary.

### 9. Removal of Displays and Goods

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

### 10. Cleaning

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

## TERMS AND CONDITIONS



### 11. Insurance Coverage

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

11.2 Individual exhibitor will be solely responsible to insure its own furniture and exhibit against damage incurred due to burglary, riots, strikes, theft, 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 exhibitors to insure their exhibits as well as the hired Stands equipments and stock against break-ins, theft and damage by fire and other natural calamities during the Fair. The Organizer will not be liable to pay for 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 Stands/Stalls. In the event of a claim against the Organizer, the exhibitor will indemnify the Organizer.

### 12. Intellectual Property Rights

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

### 13. Fair Directory

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

13.2 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. However, the Organizer reserves the right to modify or edit the text supplied by the exhibitors for clarity and uniformity.

13.3 The Organizer 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.

### 14. Entry of Exhibitors

Exhibitors will be allowed entry into the halls from 10:30 a.m. and they will have to vacate the halls latest by 8:30 p.m. every day during the Fair. However on the last day of the Fair, i.e. on 15 January 2017, the exhibitors are required to vacate the halls by 5:30 p.m. sharp.

### 15. 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.

### 16. Jurisdiction

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

### 17. Security

17.1 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 of or damage to the goods and property of the exhibitors. The exhibitors are therefore advised not to leave their Stalls or their belongings unattended during the Fair timings.

17.2 The 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.

### 18. 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: 91-11-26707780/781/788 ■ Fax: 91-11-26707846

E-mail: office.nbt@nic.in, ndwbf1@gmail.com

nbtexhibitor1@gmail.com

Website: www.nbtindia.gov.in, www.newdelhiworldbookfair.gov.in





## APPLICATION FORM



### NATIONAL BOOK TRUST, INDIA

Nehru Bhawan, 5, Institutional Area, Phase-II  
Vasant Kunj, New Delhi – 110 070

#### Company Profile

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

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

#### Head of the Organization

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

#### Contact Person for the Fair

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

#### Booking Details

Number of Stalls   Stands

#### Please tick your booking preference

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

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

#### 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: 21 November 2016**

- CEOSpeak —  
a forum for publishing
- New Delhi Rights Table
- International Events Corner
- Authors' Corners
- Seminars & Discussions
- Theme Pavilion &  
Children's Pavilion
- Literary Programmes
- Cultural Performances



Organiser

राष्ट्रीय पुस्तक न्यास, भारत

मानव संसाधन विकास मंत्रालय, भारत सरकार

**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](http://www.nbtindia.gov.in)

Co-organiser



इण्डिया ट्रेड प्रमोशन आर्गनाइजेशन

**INDIA TRADE PROMOTION ORGANISATION**

Pragati Bhawan, Pragati Maidan, New Delhi-110 001

Website: [www.indiatradefair.com](http://www.indiatradefair.com)



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