NEW DELHI

WORLD BOOK FAIR

PRAKATI MAIDAN, NEW DELHI

5-13 JANUARY 2019

DAILY
11 AM TO 8 PM

SHARJAH
GUEST COUNTRY 2019

THEME PRESENTATION
Books for Readers with Special Needs

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

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

Fascia
Light
Chair
Shelf
Octonorm Table
Dustbin
Carpet

Stall 3X3 mts

Stall 3X2 mts
Stall 2X2 mts
The New Delhi World Book Fair (NDWBF), held for the past 47 years, is a major calendar event in the publishing world. NDWBF 2019 is scheduled from 5 to 13 January 2019 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 2018, the Fair, spread over an area of 28,000 sq. mt., attracted nearly 1,000 Indian Exhibitors and more than 30 Foreign Exhibitors.

Theme
Every New Delhi World Book Fair takes up a Theme to focus and explore various aspects of an area of intellectual activity having some pronounced social relevance. During the 2018 edition of the Fair ENVIRONMENT AND CLIMATE CHANGE was the Theme. In the 2019 edition the Theme is focused on READERS WITH SPECIAL-needs, with emphasis on the reading needs of children with special needs. The Theme would be projected to carry forward the idea of Inclusive Learning, and explore various issues and dimensions of creating, producing and disseminating content for the readers. An exclusive exhibition of Braille books, audio books, integrated print-braille books, books for differently-abled, children with sight or ear impairment, autistic kids, children/readers with ADHD, behavioural/psychological problems/amblyopia will be a major highlight of the Theme Pavilion.

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, Conversations and Reflections, 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.

CEOSpeak
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 2019. 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.
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
5 - 13 January 2019, 11:00 a.m. to 8:00 p.m.

Inauguration
5 January 2019

INFORMATION FOR INDIAN EXHIBITORS

- Subsidized Rental for English language publishers for maximum of 16 Stalls (in INR)

<table>
<thead>
<tr>
<th>Types of Space</th>
<th>Bare Space (3m x 3m)</th>
<th>Stall (3m x 3m)</th>
<th>Stall (3m x 2m)</th>
<th>Stall (2m x 2m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Rental</td>
<td>55,479</td>
<td>57,391</td>
<td>38,261</td>
<td>17,218</td>
</tr>
<tr>
<td>GST @ 18%</td>
<td>9,986</td>
<td>10,331</td>
<td>6,887</td>
<td>3,099</td>
</tr>
<tr>
<td>Total Rental</td>
<td>65,465</td>
<td>67,722</td>
<td>45,148</td>
<td>20,317</td>
</tr>
</tbody>
</table>

Note
Booking of Stalls for an individual exhibitor or on collective basis under the general category is restricted to a maximum of 16 Stalls.

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

<table>
<thead>
<tr>
<th>Types of Space</th>
<th>Per Bare Space (3m x 3m)</th>
<th>Stall (3m x 3m)</th>
<th>For additional stalls (Upto max. 16 stalls)</th>
<th>Stall (2m x 2m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Rental</td>
<td>36,061</td>
<td>37,304</td>
<td>57,391</td>
<td>11,191</td>
</tr>
<tr>
<td>GST @ 18%</td>
<td>6,491</td>
<td>6,715</td>
<td>10,331</td>
<td>2,015</td>
</tr>
<tr>
<td>Total Rental</td>
<td>42,552</td>
<td>44,019</td>
<td>67,722</td>
<td>13,206</td>
</tr>
</tbody>
</table>

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 filling 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 16 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.

The 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, fascia lettering on vinyl cutting, carpet and one dustbin.

A Stall of 3m x 2m: It consists of 7 panels with one octonorm counter, 6 MS shelves, two chairs, 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 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.
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 @ ₹ 3000 each
(B) Tea/Coffee Machine @ ₹ 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.newdelhiworldbookfair.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 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

<table>
<thead>
<tr>
<th>Beneficiary</th>
<th>NATIONAL BOOK TRUST, INDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>CANARA BANK</td>
</tr>
<tr>
<td>A/C</td>
<td>3159101000299</td>
</tr>
<tr>
<td>IFSC</td>
<td>CNRB000159</td>
</tr>
<tr>
<td>MICR Code of Bank</td>
<td>110015187</td>
</tr>
<tr>
<td>Address:</td>
<td>Nehru Bhawan, 5 Institutional Area Phase-II, Vasant Kunj New Delhi-110070, India</td>
</tr>
</tbody>
</table>

Bookings start: 15 October 2018

Last Date for Booking: 15 November 2018

Participation is open to
- Indian and Foreign Publishers
- Dealers and Manufacturers of Teaching Aids/CD ROMs
- 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

The English language publishers are further classified according to the following categories for allotment of Stalls:
- General and Trade
- Social Sciences and Humanities
- Science and Technology
- Children’s Books & Educational Aids
- Government Organizations/Institutions
- E-books

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.

**Registration of Exhibitors and Possession of Stalls/Bare Space**

Registration will start at 2.00 p.m. on 4 January 2019 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 4 January 2019 and possession of Bare Space to the allotted exhibitors will be made available on 2 January 2019 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-charge of the Organizer, whose names and contact details will be communicated at the time of registration or possession of Stalls/Bare Space.

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**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:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover - IV (Colour)</td>
<td>₹ 46,174</td>
</tr>
<tr>
<td>Inside Cover - II (Colour)</td>
<td>₹ 41,043</td>
</tr>
<tr>
<td>Inside Back Cover - III (Colour)</td>
<td>₹ 41,043</td>
</tr>
<tr>
<td>Full Page (Colour)</td>
<td>₹ 25,652</td>
</tr>
<tr>
<td>Full Page (Black &amp; White)</td>
<td>₹ 18,470</td>
</tr>
<tr>
<td>Book Mark</td>
<td>₹ 46,174</td>
</tr>
</tbody>
</table>

Exhibitors interested in advertising in the Fair Directory may apply separately to the Organizer latest by 15 November 2018. 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, Bunting and Hoardings**

Allotment of flag poles and space for bunting 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.

For details please see 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.
INFORMATION FOR FOREIGN EXHIBITORS

A) For participants from SAARC countries

<table>
<thead>
<tr>
<th>Types of Space</th>
<th>Per Stand</th>
<th>Stall/Bare Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Rental</td>
<td>US $ 254</td>
<td>US $ 1,102</td>
</tr>
<tr>
<td>GST@18%</td>
<td>US $ 46</td>
<td>US $ 198</td>
</tr>
<tr>
<td>Total Rental</td>
<td>US $ 300</td>
<td>US $ 1,300</td>
</tr>
</tbody>
</table>

B) For participants from other countries

<table>
<thead>
<tr>
<th>Types of Space</th>
<th>Per Stand</th>
<th>Stall/Bare Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Rental</td>
<td>US $ 636</td>
<td>US $ 2,203</td>
</tr>
<tr>
<td>GST@18%</td>
<td>US $ 114</td>
<td>US $ 397</td>
</tr>
<tr>
<td>Total Rental</td>
<td>US $ 750</td>
<td>US $ 2,600</td>
</tr>
</tbody>
</table>

Specification of Stands/Stalls/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 LED 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 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 Stand/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 Stands/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 15 NOVEMBER 2018 or through Bank Transfer. Bank details are given below:

<table>
<thead>
<tr>
<th>IFSC</th>
<th>CNRBINBB0DS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOR CREDIT OF</td>
<td>NATIONAL BOOK TRUST, INDIA</td>
</tr>
<tr>
<td>ACCOUNT NO.</td>
<td>3159101000299</td>
</tr>
<tr>
<td>CANARA BANK</td>
<td>VASANT KUNJ BRANCH</td>
</tr>
<tr>
<td></td>
<td>NEHRU BHAWAN, 5, INSTITUTIONAL AREA</td>
</tr>
<tr>
<td></td>
<td>PHASE-II, VASANT KUNJ</td>
</tr>
<tr>
<td></td>
<td>NEW DELHI: 110070</td>
</tr>
<tr>
<td>TRANSFER IN USS</td>
<td>ACCOUNT No. 6550791917 of Canara Bank</td>
</tr>
<tr>
<td></td>
<td>International Division, Mumbai (SWIFT: CNRBINBBID) with Bank of America, NY (SWIFT: BOFAS3NN)</td>
</tr>
</tbody>
</table>

Bookings start: 15 OCTOBER 2018

Last date for booking: 15 NOVEMBER 2018
Allotment of Stands/Stalls/Bare Space
Allotment of Stands/Stalls/Bare Space will be made by a 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.

Registration of Exhibitors and Possession of Stands/Stalls/Bare Space
Registration will start at 12:00 noon on 4 January 2019, in the Reception Area inside Hall 7, where Stands/Stalls/Bare Space would be allotted to the exhibitors. Possession of Stands/Stalls will be given at 2:00 p.m. on 4 January 2019 and possession of Bare Space to the allotted exhibitors will be made on 2 January 2019 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 Stand/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:

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>US $ 616</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>US $ 564</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>US $ 564</td>
</tr>
<tr>
<td>Full Page (Colour)</td>
<td>US $ 308</td>
</tr>
<tr>
<td>Full Page (Black &amp; White)</td>
<td>US $ 287</td>
</tr>
</tbody>
</table>

Interested exhibitors may apply separately to the contact details given at the end of this folder by 15 November 2018. 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, Bunting and Hoardings
Allotment of flag poles and space for bunting 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.
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) Exhibitors 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.

2. Booking of Space
2.1 The process for booking of space at NDBF 2019 may be seen at Annexure II.
2.2 No application will be entertained after the last date of booking i.e. 15 November 2018.
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 Stalls. In case the Stalls 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 Stalls. 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 exceed 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 16 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 NBTF 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.

3. Clubbing of Stalls/Bare Space

(A) A Group of companies/exhibitors can apply for a maximum of 16 Stalls in case of Hindi/Regional language publishers and 16 Stalls for English language publishers. (Subsidy towards rental shall 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 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.

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 registration, i.e. before 15 November 2018. However, 20% will be deducted from the amount towards administrative expenses. Any cancellation request received after 15 November 2018 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 only through Demand Draft/Pay Order in favour of National Book Trust, India, payable at New Delhi. Payment can be transferred via RTGS/NEFT. 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 4 January 2019. 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 2 January 2019. 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. Wifi Facility
Exhibitors who wish to have wifi 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,
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.

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**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: ndwbfi@gmail.com
Website: www.nbtindia.gov.in, www.newdelhiworldbookfair.gov.in
APPLICATION FORM
(FOR INDIAN EXHIBITORS)

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: ...........................................................................................................................................
   .......................................................................................................................................................
   Telephone: ................................................... Mobile: ...........................................................
   E-mail: ................................................................................................................................. Website:

4. Contact Person for the Fair
   Mr./Ms. ............................................................................................................................................
   Designation: ................................................... Telephone: ...........................................................
   E-mail: .................................................................................................................................

5. Select Language:
   ☐ Indian Language (Maximum 16 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)
   ☐ Number of constructed Stalls (3mx2m) _______ (Maximum 1 stall) Please refer to clause 2.3 and 2.12
   ☐ Number of constructed Stalls (3mx3m) _______ (Maximum 16 stalls) before bookings
   ☐ Number of Bare Space (3mx3m) _______ (Maximum 16 stalls) (Maximum height 12ft as per clause 2.7)

Payment Details
7. DD/Pay Order Number: .................................................. Date: .................................. Amount: .................................................................
   Bank Name: ......................................................................................................................................
   PAN Card Number XXXXXXXXXXXX GST Number XXXXXXXXXXXX

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) XXXXXXXXXXXX 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: 15 November 2018
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 30 stalls)
   - Number of Bare Space (3mx3m) _______ (Maximum 30 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: CNRBNBBDFFS
   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: CNRBNINBBID)
   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: 15 November 2018**
### Annexure – I

#### Table A

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Type of Site</th>
<th>Size</th>
<th>Rental charges per unit (INR)</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Flag Poles</td>
<td>2.5 x 6 ft. (per side)</td>
<td>₹ 650/- (Inclusive of GST @ 18%)</td>
<td>20</td>
</tr>
<tr>
<td>2.</td>
<td>Electric Poles</td>
<td>3 x 6 ft. (per side)</td>
<td>₹ 950/- (Inclusive of GST @ 18%)</td>
<td>30</td>
</tr>
<tr>
<td>3.</td>
<td>Halogen Poles</td>
<td>3 x 23 ft. (per side)</td>
<td>₹ 2100/- (Inclusive of GST @ 18%)</td>
<td>45</td>
</tr>
</tbody>
</table>

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. + fixing charges

#### Table B

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Type of Site</th>
<th>Remarks</th>
<th>INR</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>LED screen in front of Hall 7</td>
<td>10 Sec. video 3 Spots per day One side</td>
<td>₹ 30,000/- + GST @18%</td>
<td>550</td>
</tr>
<tr>
<td>2.</td>
<td>Chocolate Box Hoarding (20 feet x 10 feet)</td>
<td>[Hall No. 14 to Hall No. 11] One side</td>
<td>₹ 27,500/- + GST @18%</td>
<td>500</td>
</tr>
<tr>
<td>3.</td>
<td>Triangular Hoarding (27 feet x 10 feet)</td>
<td>[Hall No. 7,9,11] One side</td>
<td>₹ 77,000/- + GST @18%</td>
<td>1500</td>
</tr>
<tr>
<td>4.</td>
<td>Tower Hoarding (20 feet x 5 feet)</td>
<td>[Hall No. 15] One side</td>
<td>₹ 38,500/- + GST @18%</td>
<td>800</td>
</tr>
<tr>
<td>5.</td>
<td>Hoarding (20 ft. x 20 ft.)</td>
<td>[Hall No. 8-11, 12, 12A, 7] One Side</td>
<td>₹ 71,500/- + GST @18%</td>
<td>1400</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Options</th>
<th>Size (WxH)</th>
<th>INR</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Shuttle Vehicle</td>
<td>Side Panel 125 x 17 inch. (per side)</td>
<td>₹ 15,000/- + GST @18%</td>
<td>275</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Back Side 19 x 18 inch</td>
<td>₹ 10,000/- + GST @18%</td>
<td>225</td>
</tr>
<tr>
<td></td>
<td></td>
<td>All 3 sides</td>
<td>₹ 35,000/- + GST @18%</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Driver side 23 x 14 inch</td>
<td>₹ 10,000/- + GST @18%</td>
<td>225</td>
</tr>
</tbody>
</table>

The above are rates inclusive of printing and fixing charges

#### Table D

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Options</th>
<th>Size</th>
<th>Rates for full duration (INR)</th>
<th>Rates per day (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hindi Newsletter</td>
<td>Quarter page</td>
<td>₹ 25,000/-</td>
<td>400 USD</td>
</tr>
<tr>
<td></td>
<td>(Mea Vaara)</td>
<td>Half page</td>
<td>₹ 50,000/-</td>
<td>800 USD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full page</td>
<td>₹ 1,00,000/-</td>
<td>1600 USD</td>
</tr>
<tr>
<td>2.</td>
<td>English Newsletter</td>
<td>Quarter page</td>
<td>₹ 40,000/-</td>
<td>600 USD</td>
</tr>
<tr>
<td></td>
<td>(Fair Daily)</td>
<td>Half page</td>
<td>₹ 60,000/-</td>
<td>900 USD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full page</td>
<td>₹ 1,10,000/-</td>
<td>1700 USD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inside Page bottom/side strip</td>
<td>₹ 30,000/-</td>
<td>500 USD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Front Page (bottom strip)</td>
<td>₹ 1,10,000/-</td>
<td>1700 USD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Back Cover</td>
<td>₹ 1,40,000/-</td>
<td>2000 USD</td>
</tr>
<tr>
<td>3.</td>
<td>Authors’ Corner</td>
<td>Branding on side panels</td>
<td>₹ 1,50,000/-</td>
<td>2200 USD</td>
</tr>
</tbody>
</table>
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 only.
- 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.

- 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 Computerized Draw of Lots. No request for any change of Hall/Space will be entertained.
New Delhi WORLD BOOK FAIR 2018
A few highlights
New Delhi WORLD BOOK FAIR 2018
A few highlights
◆ CEOSpeak . . .
a forum for publishing
◆ New Delhi Rights Table
◆ Authors’ Corners
◆ Children’s Pavilion
◆ Cultural Programmes

Organiser
राष्ट्रीय पुस्तक न्यास, भारत
मानव सशक्तिकरण 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

Co-organiser
इंडिया ट्रेड प्रमोशन आर्गूनिसेशन
INDIA TRADE PROMOTION ORGANISATION
Pragati Bhawan, Pragati Maidan, New Delhi-110 001
Website: www.indiatradefair.com

facebook.com/nationalbooktrustindia
facebook.com/newdelhiworldbookfair