Welcome to the
New Delhi
World Book Fair 2015!

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

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

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

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

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

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

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

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

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

Co-organizer
India Trade Promotion Organization, Ministry of Commerce, Government of India

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

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

Inauguration
14 February 2015

As per the demands of the participants, provision has been made by the Organizer that participants can make the payment of their booking in two installments. Rs. 15,000 per stall as advance payment must be paid at the time of Booking (by 15 November 2014) and the remaining payment can be made before the last date of booking i.e. 31 December 2014.

<table>
<thead>
<tr>
<th>Types of Space</th>
<th>Stand (INR)</th>
<th>Bare Space (3m x 3m) (INR)</th>
<th>Stall (3m x 3m) (INR)</th>
<th>Stall (3m x 2m) (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates (INR)</td>
<td>7832</td>
<td>47170</td>
<td>48950</td>
<td>32930</td>
</tr>
<tr>
<td>Rates with Service Tax @ 12.36% (INR)</td>
<td>8800</td>
<td>53000</td>
<td>55000</td>
<td>37000</td>
</tr>
</tbody>
</table>

Note

Booking of Stalls for an individual participant or on collective basis under the general category is restricted to a maximum of 30 Stalls. In case of Stands, allotment is restricted to a maximum of two Stands per participant and no combination of Stalls and Stands will be allowed.

*Subsidized rental for Hindi and other Indian language publishers for maximum of one stall/stand for each participant.

<table>
<thead>
<tr>
<th>Types of Space</th>
<th>Per Stand (INR)</th>
<th>For additional stands (Upto max. 2 stands) (INR)</th>
<th>Per Stall (INR)</th>
<th>For additional stalls (Upto max. 20 stalls) (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rates (INR)</td>
<td>4700</td>
<td>7832</td>
<td>29370</td>
<td>46950</td>
</tr>
<tr>
<td>Rates with Service Tax @ 12.36% (INR)</td>
<td>5280</td>
<td>8800</td>
<td>33000</td>
<td>55000</td>
</tr>
</tbody>
</table>

Note

The subsidized rates are applicable only to the participants exhibiting books in Hindi or any of the Indian languages. The subsidized rates are allowed on the rent of one Stall/Stand only. Allotment for an individual participant or for collective participants is restricted to a maximum of 20 stalls.


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

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

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

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.

Bare Space Only carpet and electric connection will be provided for the participants opting for Bare Space. No subsequent request will be entertained in this regard. Total admissible load per stall will be 1 kilo watt. For additional electricity consumption, extra charges will be levied.

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

Electrical Fittings

(a) Stand One spotlight/CFL and one point for computer connection will be provided. Total admissible load per stand will be 200 watts. For additional electricity consumption, extra charges will be levied.
(b) **Stall of 9m²**: Six spotlights/CFL and one point for computer connection will be provided. Total admissible load per Stall will be 1 kilo watt. For additional electricity consumption, extra charges will be levied. Payment of additional electrical charges will be made by the participant at the rate decided by the organizers.

(c) **Stall of 6m²**: Four spotlights/CFL and one point for computer connection will be provided. Total admissible load per Stall will be 700 watts. For additional electricity consumption, extra charges will be levied. Payment of additional electrical charges will be made by the participant at the rate decided by the organizers.

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

**Mode of Bookings/Payment**
Bookings can be done online at our website: [www.newdelhiworldbookfair.gov.in](http://www.newdelhiworldbookfair.gov.in).

Alternatively, booking can be done through Bank Draft/Pay Order in favour of National Book Trust, India payable at New Delhi. However, no cheques will be entertained with regard to booking of Stands/Stalls/Bare Space. Participants who wish to pay in cash may come to the office of the Deputy Director (Exhibition) personally or send their representatives along with the duly filled application form. Bookings can also be made through RTGS, the details are as follows:

**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>CNRB0003159</td>
</tr>
<tr>
<td>MICR Code of Bank</td>
<td>K110015187</td>
</tr>
<tr>
<td>Address</td>
<td>Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070, India</td>
</tr>
</tbody>
</table>

*\(₹ 15000\) per stall as advance payment must be paid at the time of booking. The remaining payment must be paid by 31 December 2014.

**Last Date for Booking**
15 November 2014—\(₹ 15000\) per stall as advance payment along with the duly filled application form
31 December 2014—Balance payment.

**Participation is open to**
- Indian and Foreign publishers
- Dealers and Manufacturers of Teaching Aids/CD-ROMs
- Book Sellers & Distributors
- Government Organizations/Institutions

**Categories of Participants**
The participants 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/Stands:
- General and Trade
- Social Sciences and Humanities
- Science and Technology
- Children’s Books
- Government Organizations/Institutions
- E-books
- Educational Books (including Educational Aids & CDs, etc.)

**Note**
(1) Publishers of Children’s books in Hindi and other Indian languages can also apply for Stalls/Stands in Children’s book category but in such cases they will not be entitled for any concession/subsidy.

(2) Each English Language participant 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 participants. However, if no option is indicated in the application form, the organizers reserve the right to place the participants in a suitable category on the basis of the information furnished by them.

**Allotment of Stands/Stalls/Bare Space**
Allotment of Stands/Stalls/Bare Space will be made by a computerized draw of lots. Allotment letters with layout plans, indicating the hall nos. and stand/stall nos. will be intimated to the participants in advance via email or by post and it will also be notified on the Fair website.
Registration of Participants and Possession of Stall/Stand/Bare Space
Registration will start at 4.00 p.m. on 13 February 2015 in front of the respective halls in which Stands/Stalls/Bare Space of the participants has been allotted. Possession of Bare Space to the allotted participants will be made available on 11 February 2015 at 4.00 p.m.

Note
Miscellaneous & Social Science Category will be accommodated in Hall No.6, which will be made available by ITPO on 12 February 2015 at 1:00 p.m. Therefore, it will not be possible to provide bare space to the participants in this Hall. Only fabricated stalls will be provided to the participants.

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

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

Advertisement in the Fair Directory
The charges for the advertisement in the Fair Directory are given below:

- Back Cover - IV (Colour) - ₹ 35000
- Inside Cover - II (Colour) - ₹ 31000
- Back Cover - III (Colour) - ₹ 29000
- Full Page (Colour) - ₹ 17000
- Full Page (Black & White) - ₹ 14000

Participants interested in advertising in the Fair Directory may apply separately to the organizers by 15 November, 2014. Such requests will be considered on first-come-first-served basis. The organizers reserve the right to accept or reject such 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.

Entry Passes
Participants will be given two complimentary multiple entry passes per Stand and five complimentary multiple entry passes per Stall.
1. General
1.1 The Organizers reserve the right to accept or reject application without assigning any reason thereof.
1.2 Allotment of the halls to each category of publishers will be at the sole discretion of the organizers.
1.3 In case of a natural disaster or if circumstances so warrant, the organizers reserve the right to postpone, alter or cancel the Fair. In case the Fair is cancelled before the inauguration, rental collected will be refunded at the earliest after making the necessary deductions as decided by the organizers.
1.4 Applications on being accepted by the organizers, will be considered as an agreement (under the accepted terms) between the participant and the organizers subject to availability of space.
1.5 Applications received after the last date may be considered subject to 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 are permitted. However, no display will be allowed outside. In case, any publisher/bookseller is found to be 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) A uniform discount of 10% will be allowed on the printed price. (b) Hawking and sale of books at specially reduced prices is prohibited. (c) No books or materials forbidden by the law, including the violation of copyright act, will be displayed or sold. Participants are solely responsible for any violation in this regard and the organizers will not be liable for such a violation. Participants will indemnify the organizers from and against all proceedings and expenses whatsoever in consequence of any such violation.
1.8 Participants playing Audio or Video Cassettes/CDs at the stalls will ensure that the decibel level of sound does not cause any annoyance to either the neighbouring participants or to the visitors. The organizers will be the sole judge to decide on this regard and can prohibit participants to play such Audio/Video.
1.9 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 organizers. If any participants so desire to organize any such programme, it is mandatory for the participants to submit written request to the organizers in advance. The same shall be accepted on first-come-first-served basis.
1.10 No encroachment or extension in the passages is allowed. Participants are, therefore, advised to arrange the display within the space allotted to them, otherwise penalty as per the ITPO’s terms will be imposed.

2. Booking of Space
2.1 No application will be entertained after the last date of booking i.e. 15 November 2014. After booking, the balance payment should be remitted to NBT before the due date i.e. 31 December 2014. If the balance payment is not remitted by 31 December 2014, booking amount will be forfeited and the same will be cancelled.
2.2 In case of booking of stalls by the participant, the organizers will provide duly constructed stall with octonorm system having provision for display of books. Once the stall is booked, no participant will be allowed to withdraw its name or to remove the structure of stall(s). In case the stall(s) is/are dismantled under any compelling need by the participant, 50% of the stall rent as penalty will be levied to the participant.
2.3 Participants opting for Bare Space will be responsible for the construction and dismantling of Stalls. The construction of Stalls must have adequate and proper provision for display of books.
2.4 The maximum limit of height for construction on Bare Space is 12 feet. Participants should not cross the permitted limit while constructing their stalls on Bare Space. In case of violation of this limit, the organizers reserve the right to remove the construction at the cost of the participants and the penalty imposed by the ITPO on this account will be borne by the concerned participant. Mezzanine construction will be taken up only on ITPO’s written approval/permission. Charges for the Mezzanine area created by the participant will be as per license fee of the hall and will be payable by the participant before seeking approval.
3. Assignment/Subletting

3.1 Without the organizers’ prior consent in writing, no participant will transfer, sublet or share with or without payment all or part of their allotted space within the Fair.

4. Withdrawal / Cancellation

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

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

5. Terms of Payment

Bookings can be done online at our website: www.newdelhiworldbookfair.gov.in
Alternatively, booking can be done through Bank Draft or Pay Order in favour of National Book Trust, India, payable at New Delhi.

6. Allotment of Space

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

7. Possession and Vacation

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

8. Dismantling of Stalls

It shall be the responsibility of the participants to remove all exhibits, tools and other materials at the end of the Fair and leave the stalls in the same condition in which they were allotted to them. If any panels, racks, tables or any other item provided is found to be broken/not further useable or missing, then the cost of those items will be borne by the respective participant.
9. Telephone Service
Participants are advised to seek telephonic connection from MTNL for their stalls at their own cost. The organizer will certify and forward their request to MTNL, wherever necessary.

10. Removal of Displays and Goods
No goods or displays may be removed from the stalls during the Fair without the written permission of the organizers.

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

12. Insurance Coverage
12.1 The organizers generally subscribe to an insurance policy covering the financial consequences of their public liability in their role as the organizers.
12.2 Participant will bear sole responsibility to insure their own furniture and exhibits against damage incurred due to burglary, riots, strikes, theft, fire and 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 shall be given on production of evidence of insurance. It is the exclusive and absolute responsibility of the participants to insure their exhibits as well as the hired stand equipments and stock against break-in, thefts and damage by fire and other natural calamities during the Fair. The organizers will not be liable to pay for any damages and loss incurred due to any reason including natural calamities. The organizers are entitled, but not obliged, to inspect such policy before handing over possession of the Stands/Stalls. In the event of a claim against the organizers, participants(s) will indemnify the organizers.

13. Intellectual Property Rights
It is the sole responsibility of the participants to obtain rights or authorization necessary from the authors whose works are being exhibited or represented within the Fair.

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

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

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

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

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

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

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

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

19. Miscellaneous
Use of polythene is prohibited by Delhi Government. As such, all the participants shall adhere to this ban strictly.
...BECAUSE BOOKS MATTER

In Service Since 1957
- Publishing in more than 30 Indian Languages including English
- More than 17000 Titles
- Book Fairs
- Mobile Exhibitions
- Weekend Book Bazaars
- Rights Exhibitions
- New Delhi World Book Fairs
- India National Pavilion in Book Fairs Abroad
- National Centre for Children’s Literature (NCCL)
- National Action Plan for the Readership Development among the Youth (NAPRDY)
- Book Clubs
- Readers’ Clubs
- Publishing Training Courses
- Subsidy and Grants
- Seminars, Conferences, Authors’ and Publishers’ Meet
- Workshops
- Newsletters...

It is all here under one banyan tree....
Company Profile
Name of the Exhibitor/Participant: 

(in BLOCK letters)
Participation: Individual □ Collective □
In case of the collective stalls/stands consent letters of the parties may be attached)

Head of the Organization: Mr. □ Ms. □
[SURNAME]: [First Name]: 
Telephone: .............................. Mobile: .............................. Fax: ..............................
E-mail: .............................. Website: ..............................
Address: .............................. Pin: ..............................

Contact Person at the Fair: Mr. □ Ms. □
[SURNAME]: [First Name]: 
Telephone: .............................. Mobile: .............................. Fax: ..............................
E-mail: ..............................

Publishing Categories (Tick only one)
□ General and Trade  □ Children’s Books
□ Social Sciences and Humanities  □ Educational Books (including Educational Aids & CDs etc.)
□ Science and Technology  □ E-books
□ Government Organizations/Institutions

Language Categories □ English □ Hindi □ Other Language (Please Specify the language) ..................
(Tick only one)

Booking Details
Number of Stalls □
Constructed Stalls (3mX2m) □ Constructed Stalls (3mX3m) □ Stands □
Bare Space □

Payment Details
DD/Pay Order Number: .............................. Date: .............................. Amount: ..............................
Bank Name: ..............................

Pan Card Number: ..............................

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.

Application Deadline: 15 November, 2014