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NEW DELHI

# New Delhi WORLD BOOK FAIR 2010

Contemporary publishing in India is an exciting and linguistically diverse phenomenon. Perhaps, the only country in the world publishing in more than 37 languages, India is also the third largest publisher of books in English, after the US and the UK. With one of the largest book markets in the world, India in the recent past has been attracting some of the biggest publishers in the world.

India's growing importance in the world book market can be seen from the fact that India has been a Guest of Honour Country at Frankfurt Book Fair, 2006, Market Focus of London Book Fair 2009 and is also the Guest Country at Moscow International Book Fair, 2009.

The National Book Trust, India, an autonomous organization under the Ministry of Human Resource Development, Government of India, was established in 1957 with the objective to promote books and the habit of reading in the country. Besides, as the nodal agency for the promotion of books abroad, it participates in all major international book fairs of the world.

As a part of its programme to integrate Indian book market with the global market, the Trust organizes the New Delhi World Book Fair, the second largest book fair in the world. Organized biennially at New Delhi, the nerve-centre of Indian publishing and also the venue for the next Commonwealth Games, the New Delhi World Book Fair provides a valuable interface between authors, publishers, booksellers and readers. The New Delhi World Book Fair provides an exclusive platform and opportunity to both global and Indian players for copyright trade, translations, co-publication arrangements, cultural exchanges, presentations and trade promotions.

The National Book Trust, India is pleased to invite you to participate in the 19 New Delhi World Book Fair to be held from 30 January to 7 February 2010 at Pragati Maidan, New Delhi, India. The theme of the 19 New Delhi World Book Fair will be **READING OUR COMMON WEALTH : An International Rights Exhibition of the Books on Sports in India** as part of NBT's National Action Plan for the Readership Development among the Youth (NAPRDY) and to focus Commonwealth Games from the perspective of Indian publishing industry.



Organised by

**NATIONAL BOOK TRUST, INDIA**

In collaboration with

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 India Publishers & Booksellers

## GENERAL INFORMATION

**Venue :** Hall Nos.1 to 6, 7ABCD, 8 to12A and 14, Pragati Maidan, Mathura Road, New Delhi

**Duration :** 30 January to 7 February 2010

**Timings :** Daily 11 a.m. to 8 p.m.

**Inauguration :** Saturday, 30 January 2010, at Hamsadhwani Theatre, Pragati Maidan, New Delhi. The Fair will be open to the public from the same day.

**Last Date for Booking :** 30 November 2009, together with full payment of the stand/stall rent by crossed bank draft/pay order in favour of National Book Trust, India payable at Delhi.

### Participation :

1. Participation in the Fair shall be open to publishers, booksellers, book distributors and dealers/ manufacturers of teaching aids/CD-ROMs.
2. The National Book Trust, India (NBT) reserves the right to alter the dimensions of the stands/stalls without assigning any reason whatsoever and its decision shall be final and binding on the participants.
3. The NBT also reserves the right to accept/reject any application without assigning any reason whatsoever.

### Rental :

For participants from SAARC countries

Stand	:	1 m	:	US\$ 200
Stall	:	3mx3m	:	US\$ 900

For participants from other countries

Stand	:	1 m	:	US\$ 500
Stall	:	3mx3m	:	US\$ 2000

**Furniture and Electrical Fittings :** A stand of 1m length will have one panel with one octonorm counter, 5 shelves, one spotlight, one chair, fascia lettering on vinyl cutting, new carpet.

A stall of 3mx3m will have 9 panels, 30 shelves, 6 spotlights, a plug point for computer, one octonorm counter, two chairs, fascia lettering on vinyl cutting new carpet and one kanat.

Additional furniture can be hired from the authorised contractors duly approved by the NBT after making an advance payment at the rates duly approved by NBT. Payment of consumption charges for additional electrical/electronic fittings and equipments shall be separately made at the rates decided by India Trade Promotion Organization (ITPO), US\$ 2.5 per KW per day.

**Fair Directory :** Each participant will be provided with a Fair Directory which would list



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out the name and address of each participant, together with a short description of their respective organization. Participants are requested to provide a descriptive note in duplicate, of not more than 50 words, in the prescribed form, along with the application for participation. The NBT would have the right to suitably edit the text provided by the participants.

**Entry Passes :** Participants will be given two entry passes per stand and five entry passes per stall.

**Assistance :** For any assistance, participants may contact the respective NBT Hall Incharges whose name and contact details shall be indicated in the Fair Directory.

**Registration of Participants :** Registration will start at 11 a.m. on 29 January 2010. Registration shall be done in front of the halls in which stands/stalls would be allotted.

**Allotment of Stands/Stalls :** Allotment of stands/stalls shall be made by draw of lots. Allotment letters indicating the hall nos. and stand/stall nos. shall be intimated to the participants well in advance.

**Travel Agent :** For their travel requirements, both domestic and international, the participants may contact the following:

Mr Yoshesh Mathur  
General Manager (Operation)  
Indian Tourism Cooperative Ltd.  
12, Sapna Community Centre  
East of Kailash  
New Delhi-110 065  
Tel: +91-11-26287090, 26441034  
Mobile: +9810404506  
Fax: +91-11-26475085  
E-mail: cooptour01@gmail.com

**Foreign Exchange :** For their foreign exchange requirements, participants may contact the following:

1. Ms Shelly Mathur  
Thomas Cook (I) Ltd.  
717-718 International Trade Tower  
Nehru Place  
New Delhi-110 019  
Mobile: 9871477896 Fax: 91-11-26471903  
E-mail: shelly.mathur@in.thomascook.com
2. Mrs Payal Chawla  
Thomas Cook (I) Ltd.  
717/7/8 International Trade Tower  
Nehru Place  
New Delhi-110 019  
Mobile: 9810158367 Fax: 91-11-26471903  
E-mail: payal.chawla@in.thomascook.com

## TERMS AND CONDITIONS

**Booking of Stalls :** Booking of stands/stalls will be made on receipt of the prescribed application form only, duly completed, together with a bank draft towards payment of the rental in favour of National Book Trust, India and payable at Delhi, on or before 30 November 2009.

The application will be considered as an agreement (under the accepted terms) between the participant and the NBT.

A group of companies/participants can apply for a maximum of 20 stalls. Individual participants can apply for a maximum of eight stalls. Multiple stands or combination of stands and stalls will not be entertained. However, allotment shall be subject to availability of stands/stalls.

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

**Possession/Vacation of Stalls :** Participants will be given possession of the stand/stalls at 11 a.m. on 29 January 2010. The stands/stalls shall be vacated latest by midnight of 7 February 2010, failing which the NBT shall have the right to remove the exhibits/materials at the risk and cost of the participants.

The participant shall be obligated to occupy the stand/stall and staff it with their personnel during the Fair hours. The stand/stall may not be dismantled prior to the official breakdown period, that is, on the last day of the Fair. The participant shall, moreover, be obligated to vacate his/her exhibition space in full, prior to the end of the breakdown period.

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.

**Display of Books :** No book or material forbidden by the law in India shall be displayed.

**Encroachment of Passages :** No encroachment or extension in the passages shall be allowed. Participants are therefore advised to arrange the display within the space allotted to them.

**Cleaning :** While the NBT will carry out general cleaning, the participants shall be responsible for the cleanliness and tidiness of the stands/stalls at all time during the period of the Fair.

**Display of Banners, Posters, etc. :** While there will be no restriction on putting up banners, posters, etc., on or within a stall, nothing will be allowed to be displayed outside the stall.

**Playing Audio/Video Cassettes:** Participants playing audio or video cassettes at the stands/stalls should ensure that the level of sound does not cause any annoyance to either the neighbouring participants or to the visitors. The NBT will be the sole judge to decide whether there is any annoyance to either the other participants or to the visiting public.

**Book Release Functions, etc.:** To maintain peace and order during the 19<sup>th</sup> New Delhi World Book Fair, it has been decided that the literary and cultural programmes will not be held at a place or stall in the Fair ground other than the ones designated for such activities by the NBT. For booking of space for holding programmes, it shall be mandatory to submit requests to the NBT well in advance.

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**Insurance Coverage :** The individual exhibitor bears sole responsibility to insure his own furniture and his exhibits against damage incurred due to burglary, riots, strikes, theft, fire and water damage, and against damage incurred in transit to and fro the Fair. There is no collective insurance policy. Possession of the stands/stalls shall be given on production of evidence of insurance. However, it is the exclusive and absolute responsibility of the participant(s) to insure their exhibits and stock against break-in, theft and damage by fire and other natural calamities during the duration of the Fair. The NBT shall be entitled, but not obliged, to inspect such policy before handing over possession of the stands/stalls. In the event of a claim against the NBT, the participant(s) shall indemnify the NBT.

**Security :** While the NBT will make round the clock security arrangements at all the halls during the Fair, neither the NBT nor the ITPO is liable for the loss or damage to the goods and property at the stalls left unattended during the Fair. The participants therefore are advised not to leave their stalls unattended during the Fair timings.

The participants, if they so desire, may make security arrangements of their stands/stalls during the Fair timings through the security agents approved by the ITPO under intimation to NBT.

**Entry :** Participants will be allowed entry into the halls not before 10.30 a.m. and shall have to vacate the halls latest by 8.30 p.m. every day.

No goods or displays may be removed during the Fair without permission in writing from the NBT.

**Clearing of Consignments :** The NBT shall not be responsible for the clearing of consignments on behalf of the foreign participants. They should therefore make their own arrangements through their respective Embassies/High Commissions in India.

The ITPO, the owners of Pragati Maidan, have empanelled clearing and handling agents for operating in Pragati Maidan. Details of such agents can be provided on request.

**Cancellation :** In the event of a natural disaster, or if circumstances so warrant, the NBT reserves the right to postpone, alter or cancel the Fair. In case the Fair is cancelled before the inauguration, rentals collected shall be refunded after making the necessary deductions. But no refund will be made if a participant wishes to withdraw from the Fair after making a firm booking.

**Jurisdiction :** Any dispute or a claim arising out of the participation in the Fair shall be subject to the exclusive jurisdiction of the Delhi Courts.

Any of the terms and conditions mentioned above may be relaxed or modified at the discretion of the Director/Chairman, NBT whose decision will be final and binding.

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



### NATIONAL BOOK TRUST, INDIA

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

Telephones: 011-24526187, 91-11-26707700, 9868108093 (M)

E-mail: nbtindia@ndb.vsnl.net.in, nbtindia@nbtindia.org.in

Website: www.nbtindia.org.in

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**19 NEW DELHI WORLD BOOK FAIR**  
**30 JANUARY- 7 FEBRUARY, 2010**

**Application for Participation**

(Please type and send, in duplicate, by 30 November 2009, along with a bank draft in favour of National Book Trust, India payable at Delhi towards payment of the stand/stall rent)

- 1 Company Name (in English) :.....
- 2 Address: .....  
..... Pin Code:.....
- 3 Country :.....Post Code :.....
- 4 Contact Person ..... Gender.....
- 5 Telephone:.....Mobile:.....Fax:.....  
Email:.....Website:.....
- 6 No. of stands/stalls required:.....
- 7 Particulars of remittance: Draft no. & date:.....Amount  
US\$.....  
Bank and Branch:.....
- 8 Inscription in English to be printed on the facia:.....
- 9.....

We have read the terms and conditions for participation in the Fair and accept them and undertake to abide by them.

Signature of the Applicant: .....

Place:  
Designation:.....  
Date:

Stamp

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



**NATIONAL BOOK TRUST, INDIA**

Nehru Bhawan, 5 Institutional Area, Phase-II, Vasant Kunj, New Delhi-110070  
Telephones: 011-24526187, 91-11-26707700, 9868108093 (M)  
E-mail: nbtindia@ndb.vsnl.net.in, nbtindia@nbtindia.org.in  
Website: www.nbtindia.org.in

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30 JANUARY- 7 FEBRUARY, 2010

Application for Entry in the Fair Directory

(Please type and send, in duplicate, together with the application for participation)

1. Company Name (in English):.....  
.....

2. Address: .....  
.....

3. Country:.....Post Code.....  
Telephone:.....Mobile:.....Fax:.....  
E-mail:.....Website:.....

4. Name & Designation of the  
Head of the Organisation.....  
Contact Person.....Gender.....  
Representative at the Fair.....

5. Text (not exceeding 50 words) for inclusion in the Fair Directory:  
.....  
.....  
.....  
.....

Authorised Signatory.....

Stamp

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