

CIRCULAR LETTER

India Trade Promotion Organization (ITPO)

the premier trade promotion agency of the Govt. of India for organizing trade fairs, is committed to showcase excellence achieved by the country in diverse fields especially trade and commerce. ITPO as the nodal trade promotion agency of the country has had a pioneering role in the national trade growth dynamics since its inception. Apart from its role in bringing the Indian businesses, particularly those in the SMEs/MSMEs sector, close to global markets, it was first to popularize trade fairs as a tool of trade promotion within the country.

Delhi Book Fair, 2016

India Trade Promotion Organisation will organize the 22nd edition of Delhi Book Fair during August 27 – September 4, 2016 at Pragati Maidan, New Delhi. The fair is organized in association with Federation of Indian Publishers. Book Fairs have a great role to play in promoting the reading habit among people of all age groups. Delhi Book Fair is playing a pivotal role in reiterating the might of the pen and the printed world and has come to be recognized as the biggest book bonanza keenly awaited by students, teachers, scholars, authors, intellectuals, librarians and book lovers. Apart from promoting literacy and reading habit, especially among children and youth, the fair presents a vast panorama of Indian books on a wide range of subject. The fair provides a unique platform for business to business transactions, establishing new contacts, entering into co-publishing arrangements, translation and copy right arrangements, reprinting of old and rare books, apart from providing retailing opportunities as a multitude of visitors come to the fair. A number of Conferences and Seminars, buyer-seller meets, book releases, book discussions, literary activities for children and meet-the-author get together will be organized during the Fair. The fair is also complemented by the Stationery/Office Automation and Corporate Gifts Fair held concurrently with its product profile.

ITPO is pleased to invite you to participate in the 22nd edition of Delhi Book Fair.

Prospective exhibitors are requested to fill in the application form and send it to the organisers with participation fee latest by August 10, 2016. Allocation of

booths to participants will be on receipt of participation charges subject to optimum utilization of space and taking into account their last edition location provided applied for participation with participation charges on time.

Venue: Hall 8 to 12 Pragati Maidan, New Delhi

Timings: The timings of fair: 10.00 am to 8.00 pm
(entry to fair will close at 7.30 pm)

EXHIBITORS PROFILE:

- Indian and Foreign Publishers
- Book Sellers and Distributors
- Education Institutions/Universities/Colleges/Schools
- Manufacturers and Dealers of Teaching Aids and CD-ROMs
- Periodicals and Magazines
- E-books including educational aids
- Government Organisations/Institutions

VISITORS PROFILE:

- National and International Publishers
- Librarians
- Researchers
- Academicians
- Writers, Dealers and Traders
- Students and General Public.

PARTICIPATION CHARGES

Participants	Shell Scheme	Bare Space
National	Rs.45,000 for 9 sq.mtrs. booth	Rs.43,000 for 9 sq.mtrs.
International	US\$1250	US\$1150

Service tax: (as applicable)

Minimum bookable space:

Shell scheme : 9 sq.mtrs.
Bare space : 36 sq.mtrs.

Shell Scheme Facilities : For one booth of 9 sq.mtrs. under shell scheme, ITPO will provide Partition Panels, Spot Lights, Display Aids, Floor Covering, Fascia, one Table, two Chairs, one 5 amp electric Socket and one Waste Paper Basket.

Under Bare Space bookings, before starting construction work, the drawing is required to be got approved from Arch. Division of ITPO. In case of booking of bare space exhibitors will undertake construction work/decoration work, carpeting in the stall, lighting, furniture and other display aids, etc. at their own cost and risk. The bare space participants are required to pay Rs.240/- per KW to ITPO, one time Service Connection Charges. Kindly send us filled-in **Application-cum-Catalogue Entry Form** indicating your space requirement at the earliest. The last date for receipt of Application Form is August 10, 2016. ITPO, as organizers, keeping into consideration various factors of allocation of space, reserves the right to accept or reject Applications without assigning any reasons. Allocation of stalls will be done by ITPO/FIP.

MODE OF PAYMENT

Participation charges are payable by Demand Draft/Pay Order drawn in favour of **‘INDIA TRADE PROMOTION ORGANISATION’** payable at New Delhi, along with filled-up application form for booking of stalls.

Participation charges can also be sent through bank transfer to ITPO Account.
RTGS details of the Central Bank of India, New Delhi

Indian Exhibitors:

Name of the Beneficiary	India Trade Promotion Organisation
Name of the Bank	Central Bank of India
Branch Address	Pragati Maidan, New Delhi
Account No.	1167404133
IFSC Code	CBIN 0284078
MICR Code	110016150
PAN No.	AAATI2955C

The companies after making payment should send the following details of payment made by RTGS:

UTR No. , Date, Amount, Name of Bank/Branch/Account No. from which RTGS done in favour of India Trade Promotion Organisation.

Foreign Exhibitor:

Name of the Beneficiary	India Trade Promotion Organisation
Name of the Bank	CITI Bank
Branch Address	124, 4 th Floor, Jeevan Bharti Building, Connaught Circus, New Delhi-110 001
Account No.	0002157012
Type of Account	Foreign Exhibitors \$ only
Swift Code No.	CITI-INBX
PAN No.	AAATI2955C

Fair Directory

A fair catalogue will be brought out which would list the name, address and contact details of participating companies. The fair guide will be published on the basis of the information received from the participants. The organizers will have a right to suitably edit the text provided by the participants. The organizers reserve the exclusive right to publish and sell the Fair Guide of the exhibitors with the advertisements, which appears in the Fair Guide.

Advertisement Tariff (Fair Guide):

Position	Indian Cos. (Rs.)	Foreign Cos. (US\$)
2 nd Cover	Rs.15,000	US\$700
3 rd Cover	Rs.12,000	US\$650
4 th Cover	Rs.20,000	US\$900
Inside Pages	Rs.08,500	US\$550
Book Mark (insertion only)	Rs.10,000	US\$400

Service tax: (as applicable) 14.5%

Technical specifications:

Finished size: 5½" x 8½"
 Print size : 4½ x 7½"
 Bleed size : 5¾" x 8¾"

Colour advertisements, scanned colour positive are acceptable or advertisement may be provided on CD-R in high resolution i.e. 300 dpl in PDF, EPS, TIF, CDR format (open files). Artwork for advertisement/book mark will be provided by the exhibitors.

Participants interested in advertising in the Fair Guide may apply separately by 15 July, 2016. Such requests will be considered on first-come-first-served basis. The organizers reserve the right to accept or reject such requests for advertisements.

Rules and Regulations of Participation

Participation in the Delhi Book Fair'2016 will be governed by Rules and Regulations for participation.

For Space Booking and other Details, Contact:

Organiser:

India Trade Promotion Organisation
Pragati Bhavan, Pragati Maidan,
New Delhi

Ms. Hema Maity, DGM /
Mr. Subash Kalia, Dy. Manager
India Trade Promotion Organisation
Pragati Bhavan, Pragati Maidan,
New Delhi-110 001
Tel: 91-11-23371630/23371819
e.mail: hemamaity@itpo.gov.in
subashkalia@itpo.gov.in

Co-organiser

Federation of Indian Publishers
'Federation House'
18/1C, Institutional Area
Aruna Asaf Ali Marg (Near JNU)
New Delhi-110 067

Phones: 26964847, 26852263,
26966931
e.mail: fippresident@gmail.com

Mr. Ashok Gupta
President, FIP

ITPO Regional Offices for Space booking:**Mumbai****India Trade Promotion Organisation**

7 Cooperage Road
3rd Floor, Jhansi Castle
Mumbai-400 001
Maharashtra (India)
Tel: 91-22-22026629, 22021788, 22044918
Fax: 91-22-22044922
e.mail: itpomumbai@gmail.com

Chennai**India Trade Promotion Organisation**

Raja Annamalai Building, 2nd Floor,
Rukmani Lakshmi pati Road,
Egmore, Chennai
Tel: 91-44-28554655, 28587297
Fax: 91-44-28554740
e.mail: itpochn@md4.vsnl.net.in

Kolkata

India Trade Promotion Organisation

International Trade Facilitation Centre,
5th Floor, 1/1 Wood Street

Kolkata-700 006 (West Bengal)

Tel: 91-33-22825820

Fax: 91-33-22828269

e.mail: itpocal@cal3.vsnl.net.in

Mob: 09874649720

BANGALORE

Flat No. MF-5/2, BDA – SFHS Flats,
2nd Main – 2nd Stage, BTM Layout, Bannerghatta Road
Bangalore-560052, Karnataka (**INDIA**)
Ph. 91-80-26680040, 26680250

Fax No. 91-80-26688888

email:- [robangalore\[at\]itpo\[dot\]gov\[dot\]in](mailto:robangalore@itpo.gov.in)

Details of Delhi Book Fair'2016, Application Form and Rules & Regulations for participation could be downloaded/browsed at:

ITPO Website: **indiatradefair.com**