

5th **MUMBAI**
INTERNATIONAL
BOOK FAIR

12th - 21st January 2007

Grand Hyatt Exhibition Grounds
.....

A part of



In association with



Organised by



Logistic Support



Concurrent with



Exhibitors' Information & Order Book

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A. THE EXHIBITION

5th Mumbai International Book Fair (MIBF)

A1. VENUE

Grand Hyatt Exhibition Grounds

Off. Western Express Highway
Santacruz (E), Mumbai 400 055
Tel : 91 - 22 - 66761234

A2. HOURS & DATES

Thursday	11 Jan	10:00 - 16:00 hrs	Registration & Booth set-up
Friday	12 Jan	11:30 12:00 - 20:00 hrs	Inauguration Open for all
Saturday	13 Jan to		
Sunday	21 Jan	12:00 - 20:00 hrs	Open for all

Earliest check in **11 January, 10:00 hrs.** Latest check out **21 January 21:00 hrs.**

A3. Show Secretariat / Organiser

Good Governance India Foundation

D-6, Plot No.29, Versova Andheri Rameshwar CHS, RSC 10,
MHADA, S.V.P. Nagar, Andheri (W), Mumbai 400 053
Tel : (91)(22) 2637 2895 / 2883 Fax : (91)(11) 2637 2760
Contact : Fatima D'costa +91 9323560541 / +91 9867756516
Pratiksha Rajapure +91 9869155545

Regd Office : 25 C/1 Belvedere Road, Alipur, Calcutta 700027
Tel : (91)(33) 2479 0010 - 14 (5 lines) Fax : (91)(33) 2479 0019
E-mail : bookfair@fairfest.com URL : www.internationalbookfair.com

A4. Recommended Freight Forwarder

SIDDHARTHA LOGISTICS CO. PVT. LTD.

Flat No. 01, Sushil 30 Tarun Bharat Society, Chakala, Andheri (East), Mumbai 400 099
Tel : +91 22 2835 2309 / 10, 2821 6406 Fax : +91 22 2821 6407
E-mail : slp@bom3.vsnl.net.in
Contact : Mr Sudhir Dhavan - 9821028175

A5. Recommended Air Cargo

GATI LIMITED

D/390, TTC Industrial Area, MIDC Turbhe, Navi Mumbai 400 713
Tel : 022 5590 1000, 5590 2220 / 2229 Call Free No. : 1600 33 4284
URL : www.gati.com

B. EXHIBITION HALL

B1. CONSTRUCTION OF BOOTH

Exhibitors must ensure that all parts of their work are self supporting and secure.

B2. MOVE IN OF EXHIBITS

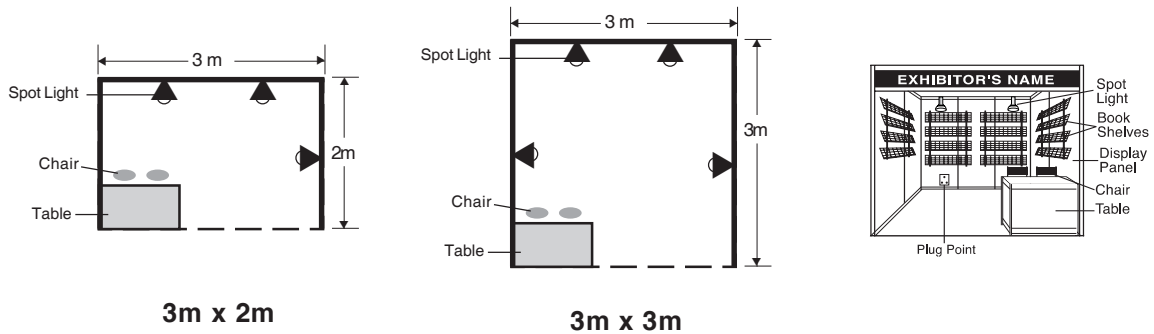
Exhibitors who have ordered space and shell may move in their exhibits from **10:00 hours on 11 January**. Exhibitors must arrange for an authorised representative to be present at the site to receive and position goods as the organiser is unable to accept delivery. The hall shall be open overnight for construction.

B3. DISMANTLING AND REMOVAL OF EXHIBITS

Exhibits must be moved between 20:00 hours and 21:00 hours on **Sunday, 21 January, 2006**. **Dismantling of booths is prohibited before the close of the exhibition.**

Removal, delivery or replenishment of stock may only be carried out before the opening hours of the exhibition in the morning or after closing time in the evening. If the removal of any valuable item or display from the hall is necessary, Exhibitors must obtain permission from the Organiser.

B4. STANDARD SHELL SCHEME BOOTH



note:

1. No nailing, stickers or painting allowed on aluminium frames.
2. No nailing or painting allowed on panels.
3. Double-sided tape, stickers, placed by Exhibitors on panels must be removed by Exhibitors at the end of the exhibition.
4. Exhibitors can request for coloured panels at extra cost from the Official Contractor.

I. STANDARD SHELL SCHEME BOOTH INCLUDES

The Official Contractors will provide the following items for each shell scheme booth

- Fascia** : Blue background with Exhibitor's name in English (max. 25 letters) using white cut out letterings.
- Wall Panelling** : Three side walls (white painted plywood panels) held by prefabricated aluminium system. In the case of corner booths it will be two side walls and two fascia boards.

Stall Facilities

	(3m x 2m)	(3m x 3m)
Chairs	: 2	2
Tables	: 1	1
Spot Lights	: 3	4
Power Socket (5 Amp)	: 1	1
Waste Paper Basket	: 1	1
Shelves*	: 16 (for 2 side open stall) 24 (for 1 side open stall)	16 (for 2 side open stall) 24 (for 1 side open stall)

* Dimensions : Length 48 inches
Height 10 inches
width 2 inches

II. ADDITIONAL RENTAL FURNITURE & ELECTRICAL FITTINGS

In addition to items provided in the basic Standard Shell Scheme Booth, Exhibitors may require additional furniture/electrical items which can be supplied on a rental basis by the Official Contractors.

Please complete the attached Form 2 and return to the Official Contractors by the deadline date.

Note : the organiser prohibits any change of colour scheme or attachment of logo or other lettering or alteration to the standard fascia.

C. RECORD OF ORDERS

(Put a ✓ if submitted)			Amount Rs / US\$
	FORM 1	Registration of outside Contractor	
	FORM 2	Fascia Board / Furniture / Electrical	
	FORM 3	Telecom Services	
	FORM 4	Temporary Staff	
	FORM 5	Preferred Customer Pass	N A
Total payment committed :			

Date : _____

- Note :1) Prices are quoted in Indian Rupees (IRs), Current rate of US\$ 1 = IRs 44 approximately.
2) Exhibitors are advised to make payment to and deal directly with individual suppliers/contractors concerned.
3) This is for your record. Please retain it for future reference.

For official use : Exhibitor : Received :

Return within 28 December 2006

Fax or Mail To : **Good Governance India Foundation**
D-6, Plot No 29, Versova Andheri Rameshwar CHS,
RSC 10, MHADA, S. V. P. Nagar,
Andheri (W), Mumbai 400 053
Tel : (91)(22)2637 2895 / 2883
Fax : (91)(22) 2637 2760
E-mail : bookfair@fairfest.com

APPLICATION FOR OUTSIDE CONTRACTOR

(Please fill in this form if you plan to engage your own contractor instead of the Official Contractor for any booth design, decoration or construction work.)

Exhibitor's Name

Sq. m. booked

This upper portion of the application form should be completed by the contractor appointed by the individual Exhibitor, and must be accompanied by a cheque (issued by the contractor) made payable to "Good Governance India Foundation" which will be held against possible damages to the Exhibition Hall, and/or the disposal of extra waste left on site after the event (if any).

The deposit is an amount equivalent to Rs.1,000/- per sq.m. of exhibition space. The minimum deposit is Rs. 2000/- per booth. The Organiser reserves the right to demand additional compensation if there is damage costing more than the deposit amount.

On receipt of this Form and the deposit payment CONTRACTOR PASSES will be issued. Only holders of CONTRACTOR PASSES will be allowed access to the site.

Please supply CONTRACTOR PASSES : No. required :

The deposit will be refunded after the exhibition subject to the clearance of the site by the contractors and no damage being recorded.

Contractor's Name : _____

Address : _____

Contact : _____ Position : _____

Tel : _____ Fax : _____

(The following portion to be completed by the Exhibitor.) The contractors particulars are correct.

Signee's Name : _____

Exhibitor's signature / company stamp

Date : _____

N.B. : Electrical installations must be carried out by the Official Contractor only.

Please make copy for your own reference

For Official use :

Exhibitor :

Received :

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as soon as possible**

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TELECOM SERVICES

Description	Quantity	Rental Charge (Rs.)	Handset Deposit (Rs)	Total (Rs)
a. Telephone line (local calls only, call charges included)		3000.00 ⁺	2,500.00 ⁺	
b. Telephone line (local & STD calls, call charges NOT included)		3000.00 ⁺	10,000.00 ⁺	
c. Handsets		---	1,000.00 ⁺	
		Total:		
		Site order surcharge 20%		
		Total Amount :		

+ Service Tax & Educational Cess extra @ 12.24%**AUTHORISATION FROM HIRER/USER**

Company Name : _____

Company Address : _____

Tel : _____ Fax : _____

Name (In Block) : _____ Title : _____

Signature : _____ Date : _____

- N.B.
1. Handset deposits will be refunded on safe return of handsets at the time of checking out.
 2. STD line deposit will be refunded as and when the bill is settled by the P&T Department, Government of India.
 3. Hirer promises to pay for call charges in excess of the deposit amount.

Please make copy for your reference.

For Official use : Exhibitor : Received :

**Return within 28 December 2006
as soon as possible**

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 RSC 10, MHADA, S. V. P. Nagar,
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 E-mail : bookfair@fairfest.com

TEMPORARY STAFF

Temporary staff may be hired through a manpower agency on daily basis. If you are not requiring staff through the whole period, please indicate the dates that temporary staff will be needed.

We require :

Service : Information counter personnel

(a) Daily rate per person : Rs. 600⁺

(b) For the following dates (January 2007)

12	13	14	15	16	17	18	19	20	21	All 10 days
Put a ✓ :										
(c) Number of persons required on the above dates :										

(d) Total amount payable (@ Rs.600/- per person per day) :

Rs. _____

EXHIBITOR'S AUTHORISATION

Person in charge : _____

Name of Exhibitor : _____

Address : _____

Tel : _____ Fax : _____

Signature : _____ Date : _____

+ Service Tax & Educational Cess extra @ 12.24%

Please make copy for your reference.

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PREFERRED CUSTOMER PASS

DEADLINE : DECEMBER 28, 2006

Improve Your Response by Sending Free Invitations to Your Most Important Customers and Prospects !

Distributing Preferred Customer Passes has proven to be one of the easiest, most effective methods of increasing booth traffic - yet many exhibitors simply do token mailings or even worse, don't use them at all ! An effective Preferred Customer Pass campaign is the most important step to exceeding your goals at **Mumbai International Book Fair**. Research conducted by the *Center for Exhibition Industry Research* confirms that exhibitors who use Preferred Customer Passes attract better, more qualified traffic at their booths than exhibitors rank as the number one incentive for show attendance.

YES! *I* want to maximise my booth traffic at MIBF with preferred Customer Passes

Quantity Requested * : _____ Date Ordered : _____

SHIP PASSES TO :

Name : _____

Company : _____

Address : _____

Tel : _____ Fax : _____ E-mail : _____

** You will automatically received 50 passes. Show management must receive this completed order from to process your request for additional passes.*

Please make copy for your reference.

Extracts from Indian Customs Tariff 2000-2001

HS CODE DESCRIPTION	BASIC	SBD	ADD	SADD	TOTAL	IMPORT POLICY
49.11 Other printed matter, including printed picture and photographs.	25	2.5	0	4	32.6	Free-BoP

● Tourist literature

Covers tourist literature, technical and publicity material under Additional Protocol to the convention concurring customs facilities for touring, relating to the importation of tourist publicity documents and materials. **Duty fully exempted.**

Notification 33 Goods described below 0 0 0 0
of 22.06.35 and subject to the limitations

or conditions, if any, specified in the corresponding entry in column (3) of the Schedule below are exempt from the whole of the customs duty leviable thereon.

- (i) **Documents (folders, pamphlets, books, magazines, guides, posters, framed or unframed photographs and photographic enlargements, maps, whether illustrated or not, printed window transparencies).**
- (ii) **Lists and year-books of foreign hotels published or sponsored by official tourist agencies and time-tables of transport services operating abroad.**
- (iii) **Technical material sent to the accredited representatives or correspondents appointed by national official tourist agencies, not intended for distribution, i.e. year books, telephone directories, lists of hotels, catalogues of fairs, samples of negligible value of handicraft, documentation about museums, universities, saps and similar institutions.**
- (iv) **Technical material sent to the accredited representatives of correspondents appointed by national official tourist agencies, or in other places approved by the Customs authorities, pictures and drawings, framed photographs and photographic enlargements, art books paintings, engravings or lithographs, sculptures and tapestries and other similar works of art.**

Conditions (Col.3) : provided that-

- (a) they are imported from a country which has ratified or acceded to the Additional Protocol to the Convention concerning Customs facilities for touring relating to the importation of tourist publicity documents and materials;
- (b) they are imported chiefly for the purpose of encouraging the public to visit the country of despatch inter alia to attend cultural, tourists, sporting, religious or professional meetings or demonstrations held in that country;
- (c) they are imported either by an official tourist agency or by a national tourist publicity agency affiliated therewith and proof thereof is furnished by presenting to the Customs authorities a declaration made out in accordance with the model (not reproduced);
- (d) they are imported for and on the responsibility of either the accredited representative of the official national tourist agency of the country of despatch or of the correspondent appointed by the aforesaid agency and approved by the Customs authorities. The responsibility of the accredited representative or of the approved correspondent includes in particular the payment of the import duties which will be chargeable if the conditions laid down here are not fulfilled;
- (e) they are re-exported without alteration by the importing agency unless they have been destroyed in accordance with any conditions laid down by the Customs authorities, in which event, the importer shall be freed from the obligation to re-export;
- (f) in the event of fraud, contravention or abuse, the Customs authorities shall be free to take proceedings for the recovery of the Customs duties and also for the imposition of any penalties in accordance with any provision of law for the time being in force;
- (g) their importation is not prohibited on consideration of public morality, public security, public health or hygiene, in accordance with any law for the time being in force.
- (v) **Display material (show cases, stands and similar articles), including electrical and mechanical equipment required for operating such display.**
- (vi) **Documentary films, records, tape recordings and other sound recordings intended for use in performances at which no charge is made, but excluding those whose subjects lend themselves to commercial advertising and those which are on general sale in the country of importation.**
- (vii) **A reasonable number of flongs.**
- (viii) **Diagrams, scale models, lantern slide, printing blocks, photographic negatives.**
- (ix) **Specimens in reasonable number, of articles of national handicrafts, local customs and similar articles of folklore.**

Notification History: Original No./Date: 33/22.06.35
Amended by 113/16.05.57