

Terms and Conditions of Participation

Participants can best be assured of the services and benefits listed in this brochure.

All the 10 Fair days will be studded with literary socio cultural programme involving luminaries drawn from the said fields. As a whole, participation in the 28th Fair will accord a new and thrilling experience to all concerned.

Eligibility

Open to publishers and distributors of books, magazines and newspapers, manufacturers of educational aids and electronic equipments used for publishing and communication.

Stalls and Rent

- a. Stalls at key locations - Rent ` 20,000/-
The exhibition committee reserves the right to allocate the stalls at key locations.
- b. Special Stall - Rent ` 15,000/-
Each stall demarcated with the pre-fabricated panel measuring 10' x 10' size, carpeted with five display tables, two steel chairs, one plug point, and name display. Those who wish to exhibit/sell computers and other electronic gadgets used for publishing and communication are eligible for booking this stall.
- b. Full Stall - Rent ` 10,000/-
Each stall will be of 10' x 10' size carpeted, one side with a three tier wooden rack,

6 display tables covered with white cloth, 2 chairs, and name board.

- c. Half Stall - Rent ` 6000/- per exhibitor.
Half stall measuring 10' x 5' size carpeted will be provided with 3 display tables, 1 chair and a name board.
- d. Small Publisher Pavilion - ` 5000/-
Exhibitors requiring lesser space will be accommodated in the small publishers pavilion with one table space on payment of full booking charge.

Exhibit profile

Children: Story books, comics, general knowledge books, subject books, study aids etc.

Academic: Subject text for all classes, including those for professional courses.

General: Books on religion, art and literature, story books, novels, dictionaries, encyclopedias and other reference books.

Professional: Books for doctors, engineers, architects, designers, computer professionals, management professionals, advertising agencies etc.

Library: Books intended for library purchase (Both home and institutional)

Discount on sale

A minimum discount of 10% shall be offered to the customers. Proper cash memos shall be issued.

Payment

Full rent shall be paid in advance by DD payable at Kottayam in favour of Darsan Cultural Society or by direct payment to Bank of India, Kottayam A/c No. 853110210000002 or Federal Bank, Kottayam A/c No. 10250200020948 along with the application on or before 10th January 2012. Applications without payment will not be considered.

Cancellation

Cancellations made on or after 24th January 2012 will stand to forgo 50% of the rent paid. No cancellation will be accepted thereafter.

Security

The organizers will provide round the clock security. However the organizers will not be responsible for any loss of exhibit materials during the Fair. Exhibitors shall take ample measures to protect their exhibits in case of heavy rain, fire etc.

Insurance

Exhibitors are strictly advised to insure their stall against, fire, theft, natural calamities etc. Necessary assistance will be provided by the organizers.

Arrangements and removal of exhibits

Stall allotment is on a 'first come first served' basis. Exhibitors are requested to occupy the stalls allotted to them well in advance and should be ready before 1pm on 27th January 2012. The formal inauguration of the Fair will be at 4pm on 27th January 2012. Exhibitors are not permitted to vacate their stall before 8pm on 5th February 2012. Booking of stalls/tables that remain unoccupied even after the expiry of 24 hours from the time of inauguration of the Fair will be cancelled and reallocated to other exhibitors. Subletting or sub leasing of stalls will not be allowed. Exhibitors should not keep their stalls closed during Fair hours.

Ban on sale of Old /Pirated books.

Darsan Book Fair is essentially dedicated for the promotion of printing and distribution of new publications/prints. Therefore sale of old/pirated books are not permitted in the Fair.

The executive committee shall have the right to reject any application without assigning any reason whatsoever.

Advertisement / Publicity Facilities

Darsana International Book Fair is an evergreen pasture for direct and indirect publicity of any ware or business interest. To enable entrepreneurs to take maximum benefit out of this campaign, organizers offer the following scheme to promote business interests, no matter whatever they may be.

1. One day sponsorship scheme.

Public Sector Undertakings and Private firms donating ` 15,000/- (Rupees fifteen thousand only) will be allotted half Stall in the Fair ground, which can be used for marketing your products and for interacting with public exclusively. This scheme offers the following benefits also to the Donor.

One full-page free space for advertisement in the Exhibitors Directory released at the commencement of the 28th Fair.

One full page advertisement in the special Book Fair Edition of Darsanavani free of cost (15,000 copies).

Free Audio/Video publicity one day after receipt of material from the donor, through the public Announcing System at the Fair ground on all days.

2. Display of 15' X 3' banner in prominent locations

Banner measuring 15' x 3' would be displayed at vantage locations on all the Fair days for a fee of `4500/- Banner to be supplied by party concerned.

3. Audio Publicity

Publicity matter will be announced through public announcement system installed within the Fair ground at regular intervals with music accompaniment in the back ground. Fees charged for this campaign will be announced on the spot.