

Dear Participants,

The New Delhi World Book Fair-2018 is around the corner. We understand you would have booked your space (stand/ stall/ bare space) in Asia's biggest book fair. In addition to the space, we also offer options to promote your product through branding at prominent places.

Allotment of space with respect to Table A will be done by **draw of lots** at the venue (Near Hamsadhawani theatre, Pragati Maidan) for which you will be informed via mail separately. Number of space allotted to exhibitors will be made on **proportionate basis of area booked by them for NDWBF-18**. Organizers reserve the right to accept or reject any or all requests.

Table A

RENTAL CHARGES FOR ADVERTISING SPOTS				
Sl. No.	Type of Site	Rate for one side (Rs.)	Rate for Double side (Rs.)	Availability
1.	Flag Poles	650/-	1300/- inclusive of GST @18%	Double side
2.	Electric Poles	950/-	1900/- inclusive of GST @18%	Double side
3.	Halogen Poles	2100/-	4200/- inclusive of GST @18%	Double side
The above rates do not include Printing, Fixing charges etc. The same needs to be carried out by the exhibitor at his/her own cost.				

Other than above, you can also book advertisements for New Delhi World Book Fair -2018 at following options as given in table B & C. The booking of these places will be made on **"first come first served basis"** in the sequence of payment received at NBT Headquarters in the form of demand draft in favour of the National Book Trust India, payable at New Delhi.

Table B

Advertising Charges				
Sl. No.	Options	Remarks	Rate for 9 days (Rs.)	Rate per day
1.	Shuttle Vehicle	Side Panel (Per side)	15,000 + GST@18%	Not available
		Back Side	10,000 + GST@18%	Not available
		All 3 sides	35,000 + GST@18%	Not available
		Driver Side	10,000 + GST@18%	Not available
2.	Hindi Newsletter (Mela Vaarta)	Quarter page	25,000	3,000
		Half page	50,000	6,000
		Full page	1,00,000	12,000
3.	English Newsletter (Fair Daily)	Quarter page	40,000	5,000
		Half page	60,000	8,000
		Full page	1,10,000	15,000
		Inside Page bottom/side strip	30,000	4,000
		Front Page (bottom strip)	1,10,000	15,000
		Back Cover	1,40,000	20,000
4.	Authors' Corner	Branding on side panels	1,50,000	Not available
Service Tax will be charged extra.				

Table C

Additional Advertising Options On Rental			
Sl. No.	Type of Site	Remarks	Rates for full duration
1.	LED screen in front of hall 7	10 Sec. Video 3 Spots per day	30,000 + GST@18%
2.	Chocolate Box Hoarding (20 feet x10 feet)	One side	27,500 + GST@18%
3.	Triangular Hoarding (27 feet x 10 feet)	One side	77,000 + GST@18%
4.	Tower Hoarding (20 feet x 5 feet)	One side	38,500 + GST@18%
5.	Hoarding (20 ft. X 20 ft.)	One Side	71,500 + GST@18%

For booking of advertisement in available space, send your requirement to the following e-mail address:

Advertisement Space	E-Mail ID	Contact No(s)
Mela Varta	office.nbt@nic.in , pc7001010@gmail.com ,	011-26707758
Fair Daily	office.nbt@nic.in , nbtfairdaily@gmail.com	011-26707764
Other Brandings	nbtexhibition1@gmail.com ,	011-26707780 / 81

You are requested to send your request for booking of branding sites by 30th November 2017 along with payment through Demand Draft or via NEFT (for Bank details kindly refer to our Brochure) in favour National Book Trust, India payable at New Delhi.

For more information and regular updates visit our website www.newdelhiworldbookfair.gov.in

With Warm Regards,

Mayank Surolia
Assistant Director (Exhibitions)
National Book Trust, India
Nehru Bhawan, 5, Institutional Area,
Phase-II, Vasant Kunj,
New Delhi-110070
Website: www.newdelhiworldbookfair.gov.in