

ಬೆಂಗಳೂರು ಪುಸ್ತಕೋತ್ಸವ ೨೦೧೮

# BANGALORE Book Festival 2018

15<sup>th</sup> - 21<sup>st</sup> October 2018, Palace Grounds, Bengaluru




 The Bangalore Booksellers  
and Publishers Association

◀ Jointly organised by ▶


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 The Federation of Publishers  
and Booksellers Associations in India

 साहित्य अकादेमी  
Sahitya Akademi

 ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್ತು

 ಕನ್ನಡ ಪುಸ್ತಕ ಪ್ರಾಧಿಕಾರ

# Calendar

## VENUE

Tripura Vasini, Palace Grounds, Bengaluru

## OPENING CEREMONY & RECEPTION

15<sup>th</sup> October, 2018

## TRADE DAYS

15<sup>th</sup> – 21<sup>st</sup> October, 2018

## TRADE HOURS

11:00 to 20:00 Hrs

## CLOSING CEREMONY

21<sup>st</sup> October, 2018

## STALL BOOKING CLOSURE

10<sup>th</sup> October, 2018

## STALL DRAW

13<sup>th</sup> October, 2018 at 4 pm  
Tripura Vasini, Palace Grounds, Bengaluru

### Joint organisers



**The Bangalore Booksellers  
and Publishers Association**

# 524/J, 1<sup>st</sup> Floor, 7<sup>th</sup> Block, 8<sup>th</sup> Cross,  
K R Road, Jayanagar West,  
Bengaluru, Karnataka - 560 082.  
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## Message



**Sri. Vajubhai Vala**  
His Excellency  
Honorable Governor of Karnataka



**VAJUBHAI VALA**  
Governor of Karnataka

No. GS 102 MSG 2018

26<sup>th</sup> July, 2018

### MESSAGE

I am happy to know that The Bangalore Booksellers & Publishers Association (Regd.), Bangalore is organising 'Bangalore Book Festival' On 15<sup>th</sup> to 21<sup>st</sup> October 2018 at Palace grounds, Bangalore. Further, it is planning to organize a literary meet called "Kannada Sahityotsava" on 16<sup>th</sup> & 17<sup>th</sup> October 2018 to promote the importance of Kannada Literature and Poetry through the Bangalore Book Festival Platform.

My best wishes to the Organisers & Participants for a grand success of the event.

(VAJUBHAI VALA)

Raj Bhavan, Bengaluru - 560 001. ( Karnataka )

## Message



**Sri. H. D. Kumaraswamy**  
Honorable Chief Minister  
Government of Karnataka



**H.D. KUMARASWAMY**  
CHIEF MINISTER

VIDHANA SOUDHA  
BENGALURU - 560 001

Date : .....

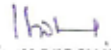
No.CM/01/MS/2018

25-07-2018

### MESSAGE

It is indeed a pleasure to learn that organizations like The Bangalore Booksellers & Publishers Association are struggling hard to sustain and promote the reading culture - through events like book festivals - which is almost termed as dwindling. It is also heartening that great impetus is being given to promote Kannada in this festival.

I wish the venture every success and am very eager to learn about the outcome of the festival.

  
(H.D.Kumaraswamy)  
Chief Minister  
Government of Karnataka

Mr.Ramachandra A N  
President  
The Bangalore Booksellers &  
Publishers Association(Regd)  
# 524/J, 1 floor, 7 block, 8 cross  
K.R.Road, Jayanagar West  
Bengaluru-560082.

# Message



**Dr. Jaymala**

Honorable Minister of  
 Woman and Child Welfare,  
 Kannada and Culture,  
 Government of Karnataka

ಡಾ. ಜಯಮಾಲ ಎಂ.ಎ, ಎ.ಪಿ.ಎ.ಡಿ  
 ಮಹಿಳಾ ಮತ್ತು ಮಕ್ಕಳ ಅಭಿವೃದ್ಧಿ  
 ವಿಕಲಚೇತನರ ಮತ್ತು ಹಿರಿಯ ನಾಗರಿಕರ  
 ಸಬಲೀಕರಣ ಹಾಗೂ ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಸಚಿವರು



ದೂರವಾಣಿ ಕಛೇರಿ: 22255282  
 22033469  
 ಕೊಠಡಿ ಸಂಖ್ಯೆ: 252, 2ನೇ ಮಹಡಿ  
 ವಿಧಾನಸೌಧ, ಬೆಂಗಳೂರು-01

ಸಂಖ್ಯೆ:ಕವಿಸ:ಮಮಇ/ಕಸಇಸ: 18 :2018

ದಿನಾಂಕ:31/07/2018

**ಸಂದೇಶ**

ಬೆಂಗಳೂರು ಪುಸ್ತಕ ಮಾರಾಟಗಾರರು ಮತ್ತು ಪ್ರಕಾಶಕರ ಸಂಘ (ರಿ), ಜಯನಗರ,  
 ಬೆಂಗಳೂರು ಇವರು "ಬೆಂಗಳೂರು ಪುಸ್ತಕೋತ್ಸವ"ವನ್ನು 2018ರ ಅಕ್ಟೋಬರ್ 15 ರಿಂದ  
 21ರವರೆವಿಗೂ ಬೆಂಗಳೂರಿನ ಆರಮನೆ ಮೈದಾನದಲ್ಲಿ ಸಂಘಟಿಸುತ್ತಿರುವುದು ಸಂತಸದಾಯಕ  
 ಸಂಗತಿ.

ಪುಸ್ತಕ ನಾಡಿನ ಸಂಸ್ಕೃತಿಯ ಪ್ರತೀಕ. ಅದೊಂದು ನಿರಂತರ ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆಯ  
 ಸೇತುವೆಯಾಗಿದ್ದು, ವ್ಯಕ್ತಿತ್ವದ ಸರ್ವತೋಮುಖ ಬೆಳವಣಿಗೆಗೆ ಅಗತ್ಯವಾದ ಜ್ಞಾನ ಸಂಪಾದನೆ  
 ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಪ್ರಸರಣದ ಬಹುಮುಖ್ಯ ಸಾಧನವಾಗಿದೆ. ತಲೆಮಾರುಗಳ ಮಾನವ ಜ್ಞಾನ  
 ಮತ್ತು ಅನುಭವಗಳು ಉಳಿದುಕೊಂಡು ಬಂದಿರುವುದೇ ಪುಸ್ತಕಗಳ ಮೂಲಕ. ಪುಸ್ತಕವನ್ನುವುದು  
 ಒಂದು ಜೀವಿತವನ್ನೇ ಕಟ್ಟುವ, ಸಾಮ್ರಾಜ್ಯವನ್ನು ಅಸ್ತಿತ್ವಕ್ಕೆ ತರುವ ಮತ್ತು ಹಸನಾದ ಬದುಕನ್ನು  
 ಸೃಷ್ಟಿಸುವ ರಕ್ತಿಯನ್ನು ಹೊಂದಿದೆ.

2018ರ ಬೆಂಗಳೂರು ಪುಸ್ತಕೋತ್ಸವವು ಕನ್ನಡ ಭಾಷೆ ಮತ್ತು ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆಯ  
 ಸಿರಿಗಂಧದ ಪರಿಮಳವನ್ನು ನಾಡಿನಾದ್ಯಂತ ಪಸರಿಸುವಂತಾಗಲಿ, ಈ ಪುಸ್ತಕೋತ್ಸವವು ಆತ್ಮಂತ  
 ಯಶಸ್ವಿಯಾಗಲಿ ಎಂದು ಹಾರೈಸುತ್ತೇನೆ.

*Jaymala*  
 (ಡಾ. ಜಯಮಾಲ)



**Prof. S G Siddaramaiah**  
 Chairman - Kannada  
 Development Authority,  
 Government of Karnataka

ಪ್ರೊ. ಎಸ್.ಜಿ. ಸಿದ್ದರಾಮಯ್ಯ  
 ಅಧ್ಯಕ್ಷರು  
 ಕನ್ನಡ ಅಭಿವೃದ್ಧಿ ಪ್ರಾಧಿಕಾರ



ಕಛೇರಿ: ಕೊಠಡಿ ಸಂಖ್ಯೆ ೨೦೬  
 ೨ನೇ ಮಹಡಿ, ವಿಧಾನಸೌಧ  
 ಬೆಂಗಳೂರು-೫೬೦ ೦೦೧  
 ದೂರವಾಣಿ: ೦೮೦-೨೨೨೫೬೬೬೫  
 ೨೨೦೩೩೫೧೯  
 ಸಂಚಾರವಾಣಿ-೯೪೪೪೪೪೯೭೩೨

ಸಂ.ಕಅಪ್ರಾ/ಅ/854 /೨೦೧೮

ದಿನಾಂಕ:೦೩/೦೮/೨೦೧೮.

**ಸಂದೇಶ**

ಪುಸ್ತಕಗಳು ಜ್ಞಾನದೀವಿಗಳೆ. ಪುಸ್ತಕೋತ್ಸವಗಳು ಅರಿವಿನ ಜಾತ್ರೆಗಳು. ಒಂದು ದೇಶದ ಜ್ಞಾನ  
 ಭಂಡಾರ ಹೃದಯ ಸಂಸ್ಕಾರ ಉನ್ನತಿಯನ್ನು ಪಡೆಯಬೇಕೆಂದರೆ ಅಲ್ಲಿ ಪುಸ್ತಕ ಸಂಸ್ಕೃತಿಯನ್ನು  
 ಅಧ್ಯತೆಯ ಮೇಲೆ ಅಭಿವೃದ್ಧಿ ಪಡಿಸಬೇಕು. ಮನೆ ಮನೆಯಲ್ಲಿ ಪುಸ್ತಕ ಭಂಡಾರವಿದ್ದರೆ ಅದು ಜೀವ  
 ಜೀವದ ಹೃದಯ ಸಂಸ್ಕಾರ. ಅದುವೇ ನಿಜವಾದ ಅರಿವಿನ ದೇಗುಲ. ಅದರ ಪ್ರಯೋಜನ ಪಡೆದವನೇ  
 ನಿಜವಾದ ಮಾನವ. ಪುಸ್ತಕ ಸಂಸ್ಕೃತಿ ಎಲ್ಲಾ ಪ್ರಗತಿಗಳ ಅಡಿಪಾಯ. ಬನ್ನಿ ಪುಸ್ತಕೋತ್ಸವದಲ್ಲಿ  
 ಪಾಲ್ಗೊಳ್ಳೋಣ. ಆದೋಗ್ರತರ ಪ್ರಜಾ ಪ್ರಭುತ್ವದ ಕನಸನ್ನು ಅಗು ಮಾಡುವ ಕಡೆ ಹೆಜ್ಜೆ ಹಾಕೋಣ.

ವಂದನೆಗಳೊಂದಿಗೆ.

ತಮ್ಮ ವಿಶ್ವಾಸಿ  
*Siddaramaiah*  
 (ಪ್ರೊ. ಎಸ್.ಜಿ. ಸಿದ್ದರಾಮಯ್ಯ)

# Message



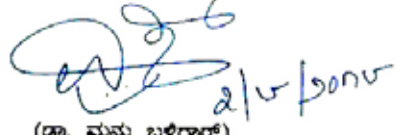
**Dr. Manu Baligar**  
President  
Kannada Sahitya Parishat



ಪುಸ್ತಕಗಳು ನಮ್ಮ ಬದುಕನ್ನು ಬೆಳಗಬಲ್ಲ ದೀವಿಗೆಗಳು. ನಮಗೆ ಬದುಕಲು, ವಿಚಾರ ಮಾಡಲು, ಆರೋಪಿಸಲು ಪುಸ್ತಕಗಳು ಕಲಿಸುತ್ತವೆ. ಒಟ್ಟಿನಲ್ಲಿ ಹೇಳುವುದಾದರೆ ಓದುಗನಿಗೆ ಪುಸ್ತಕ ಗುರುವಿದ್ದಂತೆ. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಕನ್ನಡ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಮತ್ತು ಸಂಸ್ಕೃತಿಯನ್ನು ಓದುಗರಿಗೆ ಪರಿಚಯಿಸುವ, ಪುಸ್ತಕಗಳನ್ನು ಓದಲು ಉತ್ತೇಜಿಸುವ ದೃಷ್ಟಿಯಿಂದ ಬೆಂಗಳೂರು ಬುಕ್ ಸೆಲ್ಲರ್ ಮತ್ತು ಪಬ್ಲಿಷರ್ಸ್ ಅಸೋಸಿಯೇಷನ್‌ರವರು ಕಳೆದ ಹಲವಾರು ವರ್ಷಗಳಿಂದ 'ಬೆಂಗಳೂರು ಪುಸ್ತಕೋತ್ಸವ'ವನ್ನು ಆಯೋಜಿಸುತ್ತಿರುವುದು ಸಂತೋಷದ ಸಂಗತಿ.

ಅಂದಾಜು ೩೫೦ ಮಳಿಗೆಗಳಲ್ಲಿ ನಡೆಯುವ ಪುಸ್ತಕ ಮಾರಾಟ ಜಾತ್ರೆಯಲ್ಲಿ ಕನ್ನಡದ ಪುಸ್ತಕಗಳ ಜೊತೆಗೆ ಹಿಂದಿ, ಇಂಗ್ಲಿಷ್, ತಮಿಳು, ತೆಲುಗು, ಮಲಯಾಳಂ, ಬಂಗಾಳಿ, ಸಂಸ್ಕೃತ - ಹೀಗೆ ಭಾರತದ ಇತರೆ ಭಾಷೆಗಳ ಪುಸ್ತಕಗಳನ್ನು ಸಹ ಮಾರಾಟ ಮಾಡುತ್ತಿರುವುದು ಎಲ್ಲ ಭಾಷಿಕರೂ ಈ ಪುಸ್ತಕೋತ್ಸವದಲ್ಲಿ ಒಂದೆಡೆ ನೇರುವಂತೆ ಮಾಡುತ್ತಿರುವುದು ಗಮನಾರ್ಹ.

ಈ ಸಂದರ್ಭದಲ್ಲಿ ೨೦೧೮ರ ಅಕ್ಟೋಬರ್ ೧೬ ಮತ್ತು ೧೭ ರಂದು 'ಕನ್ನಡ ಸಾಹಿತ್ಯೋತ್ಸವ'ವನ್ನೂ ಸಹ ಹಮ್ಮಿಕೊಂಡು, ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರಚಾರಕ್ಕೆ ಒತ್ತು ನೀಡುತ್ತಿರುವುದಕ್ಕೆ ಅಭಿನಂದನೆಗಳನ್ನು ಸಲ್ಲಿಸುತ್ತೇನೆ. ತಾವು ಆಯೋಜಿಸಿರುವ ಬೆಂಗಳೂರು ಪುಸ್ತಕೋತ್ಸವವು ಅತ್ಯಂತ ಯಶಸ್ವಿ ಕಾಲೇಜಿ, ಈ ಮೂಲಕ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಓದುಗರು ಹೆಚ್ಚಾಗಲಿ ಎಂದು ಶುಭಾಶೀರ್ವಚನಗಳನ್ನು ಸಲ್ಲಿಸುತ್ತೇನೆ.

  
(ಡಾ. ಮನು ಬಳಿಗಾರ್)  
ಅಧ್ಯಕ್ಷರು



**Dr. Vasundhara Bhupathi**  
President  
Kannada Pustaka Pradhikara



ಪುಸ್ತಕಗಳು ನಮ್ಮ ಬದುಕಿನ ಅವಿಭಾಜ್ಯ ಅಂಗವಾಗಬೇಕು. ಪುಸ್ತಕಗಳು ನಮ್ಮ ಜ್ಞಾನದ ಹರಹನ್ನು ವಿಸ್ತರಿಸುವುದರೊಂದಿಗೆ, ಬದುಕನ್ನು ಆರ್ಥೈಕತೆಗಳೆಲ್ಲು ಸಹಾಯ ಮಾಡುತ್ತವೆ. ಪುಸ್ತಕಗಳು ನಮ್ಮ ಪರಂಪರೆಯನ್ನು ಕಲಿಸುವುದರೊಂದಿಗೆ ಆಧುನಿಕ ಜಗತ್ತಿಗೆ ಮುಖಾಮುಖಿಯಾಗುವುದರ ಆರಿವನ್ನು ಮೂಡಿಸುತ್ತವೆ. ಪುಸ್ತಕದ ಓದು ಆಪ್ತ ಮತ್ತು ಆಪ್ತಾಯಮಾನವಾದುದು. ಪ್ರೆಂಟ್ ಕಲಾವಿಮರ್ಶಕ ಮಲ್ಟಿವಾರವರು, ಪುಸ್ತಕಗಳನ್ನು 'ಗೋಡೆಗಳಲ್ಲದ ಸಂಗ್ರಹಾಲಯಗಳು' ಎಂದಿರುವುದು ಅರ್ಥಪೂರ್ಣವಾದುದು. ಪುಸ್ತಕಕ್ಕಿಂತ ಬಹು ದೊಡ್ಡ ಸಂಗಾತಿ ಬೇರೊಂದಿಲ್ಲ. ಬನ್ನಿ, ಪುಸ್ತಕೋತ್ಸವಕ್ಕೆ ಭೇಟಿ ಕೊಡಿ, ಬೌದ್ಧಿಕ ಗಾಳಿ, ಬೆಳಕಿಗೆ ನಿಮ್ಮನ್ನು ನೀವು ತೆರೆದುಕೊಳ್ಳಿ.

ವಸುಂಧರಾ ಭೂಪತಿ  
(ಡಾ. ವಸುಂಧರಾ ಭೂಪತಿ)  
ಅಧ್ಯಕ್ಷರು

## Welcome Message

*It gives me immense pleasure that the Bangalore Booksellers' and Publishers' Association (BBPA), is organizing the Bangalore Book Fair at Bangalore, between October 15-21, 2018. Books are the vital part of human existence and development. However today all of us in publishing industry are hearing the cacophony of 'challenges to book industry'. True, there are challenges but the point is, how to describe the semi-filled glass of water; half-filled or half-empty! It all depends on our sense perception as to how we view the things around us. I personally feel that challenges for us can be the ruthless masters, who teach us as how to revise trends, strategies and policies for development and find new ways of engaging the readers. I once again send my best wishes for a very successful book fair for all members of our book industry as well as members of the Bangalore Booksellers' and Publishers' Association.*



*Sunil Sachdev*

Sunil Sachdev  
 President-The Federation of Publishers' & Booksellers' Associations in India



*As organizers of Bangalore Book Festival 2018, BBPA is very proud to present this mega event for the benefit of readers from Bangalore and surrounding areas. This is an effort to keep reading habit going. Visitors to BBF 2018 will be able to choose from a wide variety of books in all the categories. Book Festival will help Book Industry as a whole apart from providing an opportunity to all book lovers to browse through their choice of books under one roof.*

*A N Ramachandra*

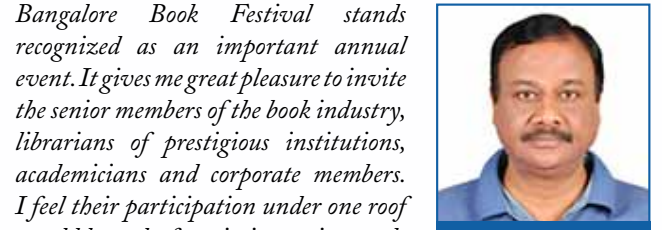
A N Ramachandra  
 President, The Bangalore Book sellers' and Publishers' Association



*It is time to celebrate with books in the city of Bangalore. I welcome your participation at the prestigious Bangalore Book Festival 2018, scheduled to be held between 15<sup>th</sup> to 21<sup>st</sup> October 2018.*

*B A Lokesh Reddy*

B A Lokesh Reddy  
 Vice-President, The Bangalore Book sellers' and Publishers' Association



*Bangalore Book Festival stands recognized as an important annual event. It gives me great pleasure to invite the senior members of the book industry, librarians of prestigious institutions, academicians and corporate members. I feel their participation under one roof would be a platform in increasing trade opportunities and in extending business overall.*

*Harindra S*

Harindra S  
 Secretary, The Bangalore Book sellers' and Publishers' Association

*Bangalore has already carved its niche in various fields making it a 'Knowledge Centre'. In addition to this the Book Festival will pave the way in promoting and inculcating reading habits amongst the Public. I hereby welcome all participants to BBF - 2018.*



*B Manjunath*

B Manjunath  
 Treasurer, The Bangalore Book sellers' and Publishers' Association



*Bangalore Book Festival since 2003 has become a Landmark event of Bengaluru, thousands of Book Lovers eagerly follow this prestigious Book festival every time it has been organised. This time too, Banaglore Book Festival is getting ready to become the most celebrated event in Bengaluru. I hereby extend a warm welcome to all participants of BBF 2018.*

*B S Raghuram*

B S Raghuram  
 Program Director, Bangalore Book Festival - 2018

## Advisory Committee

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<b>B. S. Raghuram</b> Programme Director, BBF 2018	<b>Prafulla Kumar Kura</b>	<b>Jayaprakash</b>	<b>Kishor K</b>
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# Price & Policy

## REGISTRATION FORM

Name of the Participating Organization:

Name of the Contact Person:

Address of the Participating Organization:

City:

Pin:

State:

Country:

E-mail:

Participating Organisation GSTIN:

Contact number(s) with STD codes:

Number of Stalls required:

All cheque/DD should be written favouring **"The Bangalore Booksellers and Publishers Association"**, Payable at Bangalore (Only full and final payments will be accepted).

**The cheque/DD should be despatched to:**

BBPA, # 524/J, 1<sup>st</sup> Floor, 7<sup>th</sup> Block, 8<sup>th</sup> Cross, K R Road, Jayanagar West, Bengaluru, Karnataka - 560 082.

Phone: 080 - 2676 5598

Participants may also transfer their participation charges through NEFT / RTGS. Details are as follows:

**Account Name: The Bangalore Booksellers and Publishers Association**  
**Bank & Branch: HDFC Bank, Malleswaram Branch, Bangalore**

**Account Number: 50200032911283**  
**IFSC Code: HDFC0000041**

**NEFT / RTGS : All NEFT/RTGS transfers should be accompanied by a supporting document for payment identification in bank account.**

I/We/Messrs/ hereby agree to abide by all the terms and conditions of participation at Bangalore Book Festival 2018, mentioned overleaf

Company Seal

Authorized Signatory:

Designation:



## STALL CHARGES - PER STALL

	Kannada Language Publications	Other Regional Language Publications	English Language Publications	Non-Book Trade Category	ECommerce and Online Category
<b>BBPA Members</b>	Rs.12,000 + 2160* 14160	Rs. 17,000 + 3060* 20060	Rs. 28,000 + 5040* 33040	Rs. 38,000 + 6840* 44840	Rs. 38,000 + 6840* 44840
<b>Non Members</b>	Rs. 13,000 + 2340* Rs. 15340	Rs. 18,000 + 3240* 21240	Rs. 30,000 + 5400* 35400	Rs. 38,000 + 6840* 44840	Rs. 38,000 + 6840* 44840

\*GST @ 18%.

GSTIN: 29AAATT8551H122

- Last date for Booking confirmation is 10<sup>th</sup> October 2018
- Acknowledgements of payment will be despatched by post
- Stall allotment is by a draw of lots, Raffle for stall allotment will be held in the venue on 13<sup>th</sup> October at 5.00 pm.
- All Major Credit / Debit Card payments will be accepted at several vantage points in the venue on behalf of all participants on a nominal commission basis.

## TERMS AND CONDITIONS FOR PARTICIPATING IN BBF – 2018

- **Participation:** Participation in BBF is open to Publishers, Booksellers, Book distributors, Dealers and manufacturers of teaching aids, Associated IT segment, Associated FMCG and Consumer durables, Stationary and other materials, institutions etc.,
- **Stall Confirmation:** Stall Reservations and Confirmations will be acknowledged only after a full payment is made towards the participation fees on or before 10<sup>th</sup> October 2018. Stall allotment will be raffle based so as to instill an autonomous method in participation. Applications received after the last date will be entertained subject to availability of space. It shall be the responsibility of the participants to remove all exhibits, tools and other materials at the end of the Festival and leave the stalls in the same condition in which they were allotted.
- **Possession/Vacation of Stalls:** Participants will be given possession of the stalls from the 14<sup>th</sup> October 2018 starting from 2.00 pm. The stalls should be vacated latest by 16.00 hrs of 22<sup>nd</sup> October 2018, failing which organizers shall have the right to remove the exhibits/material at the risk and cost of the participants.
- **Encroachment of Passages:** Stall owners, sponsors, etc shall not encroach or extend in the passages.
- **Upkeep and Cleanliness:** The organizers though would be responsible for the upkeep and cleanliness of the festival area, responsibility of the cleanliness in the individual stalls would be of the individual participants, during the fair.
- **Display of Banners, Posters etc:** There will be no restriction on the display of the banners, posters etc., with in a stall. However, nothing will be allowed to be displayed outside the stall and above a height of 8 feet.
- **Playing Audio/Video Cassettes/CD's:** Participants playing Audio/Videocassettes/CD's/VCD's, etc at the stall should ensure that the level of sound does not cause any annoyance to either the neighbouring participants or to the visitor. The Organizing Committee will have the sole discretion on these matters.
- **Fair Directory:** The name and address of each participant will be listed in the prestigious BBF directory. The names will be derived from this registration form, as it is mentioned there. Organisers will have the rights to suitably edit the matter by the participants.
- **Insurance:** All stalls at BBF 2018 are insured for a value of Rs. 1,00,000/- for damage by accidents and natural disasters. The participant is advised to insure for added value at their cost, if found necessary.
- **Security:** While the organizers will make round the clock security arrangements of all the halls during BBF, the joint organizers are not liable for the loss or damage of the goods and property of the participants during the Festival timings.
- **Entry:** Participants will be allowed entry into the stall from 10.30 a.m. onwards and shall vacate the halls latest by 8.00 p.m. everyday. The participants will be given three entry passes per stall, No goods or display may be removed from the festival venue without the permission in writing from the organizers.
- **BBF 2018 Schedule alterations:** In the event of a natural disaster or if circumstances so warranted, the organisers reserves the right to postpone, alter or cancel the BBF. In case the Fair is cancelled before the inauguration, rent collected shall be refunded after making the necessary deductions. However, no refund will be made if a participant wishes to withdraw from the fair after making a booking. The decisions of the joint organizers will be final and binding in this regard.
- **Legal Bindings:** Any of the terms and conditions mentioned above may be relaxed or modified at the sole discretion of the Joint Organizers whose decision will be final and binding. All matters are subject to jurisdiction to the honourable courts of Bangalore only.

## Infrastructure

- ▶ BBPA offers Rs. 1 Lakh worth free insurance coverage per stall to all participants
- ▶ Book Racks inside 2 sides of Stalls, each Stall measures 10 x 10 feet
- ▶ Fire engine will be parked at the venue
- ▶ Professional Security Service will be provided
- ▶ All weather Venue
- ▶ Uninterrupted Power

## Unique Stall Allotment

- ▶ The organising committee of the Bangalore Book Festival has decided to allot stalls through a raffle, thus instilling autonomous and fair methods of participation among all participating organisations.
- ▶ To offer equal advantages to all participating companies, the entry and exit pattern at the Bangalore Book Festival will be reversed on alternate days.
- ▶ Draw of stalls will be on 13th October 2018 in the venue at 4.00 pm

## Events

- ▶ Kannada Sahityotsava on 16<sup>th</sup> and 17<sup>th</sup> October 2018
- ▶ Daily Book Launches at the Venue with facilities for press interaction
- ▶ Grand cultural activities on all days of BBF
- ▶ Handwriting & Calligraphy workshops
- ▶ Quiz Competitions
- ▶ Cross word/Scrabble competitions

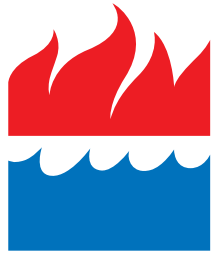
## Media Partnerships, Advertising, Digital Marketing and OOH

- ▶ Comprehensive Advertising campaign will be undertaken in all leading English, Kannada, Hindi, Tamil, Telugu and Malayalam News Papers
- ▶ Outdoor and OOH Advertising will be seen at various Vantage Points of Bangalore
- ▶ Specially planned Digital Marketing initiatives on Google Adwords, Facebook, Influencer Marketing, etc will be elaborately planned
- ▶ Popular FM Radio Stations will partner with BBF 2018
- ▶ Press Conference and Media Partnerships will be held Before, During and After the event
- ▶ Road Shows to various Govt. Institutions and associated Govt. Departments
- ▶ Information drive to Schools and Colleges

Food & Beverage Partner to Bangalore Book Festival 2018



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