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14th BANGALORE

Book Festival

2nd - 8th October 2019, Palace Grounds, Bengaluru



Jointly organised by



The Bangalore Booksellers
and Publishers Association



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Supported by



The Federation of Publishers
and Booksellers Associations in India

Calendar

VENUE	OPENING CEREMONY & RECEPTION
Tripura Vasini, Palace Grounds, Bangalore	2 nd October, 2019
TRADE DAYS	TRADE HOURS
2 nd – 8 th October, 2019	11:00 to 20:00 Hrs
CLOSING CEREMONY	STALL BOOKING CLOSURE
8 th October, 2019	25 th September, 2019
STALL DRAW	
30 th September, 2019 at 4 pm Tripura Vasini, Palace Grounds, Bengaluru	

This time Bangalore Book Festival will be organised at the most popular Main Pavillion of Tripuravasini Palace Grounds, which is a fully integrated covered super structure with 2,00,000 Square Feet Area.

Joint organisers



The Bangalore Booksellers
and Publishers Association

524/J, 1st Floor, 7th Block, 8th Cross,
K R Road, Jayanagar West,
Bengaluru, Karnataka - 560 082.
Phone: 080 - 2676 5598



indya comics

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Message



Sri. Vajubhai Vala
His Excellency
Honorable Governor of Karnataka



VAJUBHAI VALA
Governor of Karnataka

No. GS 68 MSG 2019

16th August, 2019

MESSAGE

I am happy to know that the Bangalore Booksellers & Publishers Association (Regd.), Bangalore is organising 'Bangalore Book Festival' on 2nd and 8th October 2019 at Palace grounds, Bangalore, to promote the importance of Kannada Literature and Poetry.

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

(VAJUBHAI VALA)

Raj Bhavan, Bengaluru - 560 001. (Karnataka)

Message



Sri. B. S. Yediyurappa

Honorable Chief Minister
Government of Karnataka

B.S. YEDIYURAPPA
CHIEF MINISTER

CM/MS/09/2019



VIDHANA SOUDHA
BENGALURU - 560 001

Date : 22-08-2019

MESSAGE

I am immensely happy to note that the 8th edition of the Bangalore Book Festival is being held between 2-8th October 2019 at Palace Grounds, Bangalore.

It is a matter of grave concern, that the expansion of technology and social media has reduced the number of book readers. Digital services have also changed the way we read.

Reading is a solitary pleasure, but reading in a community makes it even better. I am glad that the book festival will be promoting reading habits, especially Kannada Language, Literature and culture among all the visitors. I am sure that such small acts will make a big impact when it comes to fostering a culture of reading. Reading is worthwhile and empowers us to experience it joyfully, thereby creating a chain reaction of literacy learning.

I wish the Bangalore Book Festival a grand success.

(Signature)
(B.S.YEDIYURAPPA)

Shri Ramachandra A.N.
President,
Bangalore Book Sellers and
Publishers Association,
No. 524/1, 1st Floor, 7th Block,
8th Cross, K. R. Road, Jayanagar West,
BENGALURU – 560 082.

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 2-8, 2019.



It is true that the book industry is changing but the fact remains that the change is a universal phenomenon, book industry being no exception. As such, book industry has changed over several decades, but there is a need to trace the common thread throughout the long lineage of publishing industry.

Today's readers judge the book holistically, not only from great author's name, the material of text but also by their covers, the aesthetics of the book, the quality of the paper and printing, artwork, binding and typography of the page, which all play crucial roles in creating and changing consumers' taste.

I appreciate the efforts of BBPA for promoting the cause of the book industry. I wish you all the success.

With best wishes,

S.C. Sethi
President-The Federation of Publishers' & Booksellers' Associations in India



As organizers of Bangalore Book Festival 2019, 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 2019 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
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
Secretary, 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, scheduled to be held between 2nd to 8th October 2019.

B.A. Lokesh Reddy
Vice-President, 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 - 2019.



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, this book fest is getting ready to become the most celebrated event in Bengaluru. I hereby extend a warm welcome to all participants to this 14th chapter of Bangalore Book Festival.

B.S. Raghuram
Program Director, Bangalore Book Festival - 2019

Patrons

Dr. M S Venkatesh Education Supplies	Sri. Nitin Shah Sapna Book House	Sri. Pranesh S Prism Books	Sri. Raghuram Jeevandeep Prakashan
Sri. Rajashekar Panther Publishers	Sri. Rajashekar The Standard Book Company	Sri. Shankar Shankars The Book People	Sri. Vasan Vasan Publications

Managing Committee



Sri. A N Ramachandra President	Sri. B A Lokesh Reddy Vice President	Sri. Harindra S Secretary	Sri. B Manunath Treasurer
Sri. B Srinivas Executive Committee	Sri. B V Satish Executive Committee	Sri. G M Jagadeesha Executive Committee	Sri. M S Jaiprakash Executive Committee
Sri. M S Venkatesh Babu Executive Committee	Sri. K B Venu Co-Opted	Sri. K G Srikanth Co-Opted	Sri. N Gururaja Co-Opted
Sri. Prakash Kambathalli Co-Opted			



B. S. Raghuram Programme Director, BBF 2019	Prafulla Kumar Kura	Jayaprakash	Kishor K
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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

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, 1st Floor, 7th Block, 8th 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 2019, 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
BBPA Members	Rs.12,000 + 2160* 14160	Rs. 17,000 + 3060* 20060	Rs. 28,000 + 5040* 33040	Rs. 38,000 + 6840* 44840	Rs. 45,000 + 8100* 53100
Non Members	Rs. 13,000 + 2340* Rs. 15340	Rs. 18,000 + 3240* 21240	Rs. 30,000 + 5400* 35400	Rs. 38,000 + 6840* 44840	Rs. 45,000 + 8100* 53100

*GST @ 18%.

- Last date for Booking confirmation is 25th September 2019
- 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 30th September at 4.00 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 2019

- **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 25th September 2019. 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 1st October 2019 starting from 2.00 pm. The stalls should be vacated latest by 16.00 hrs of 9th October 2019, 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 2019 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 2019 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
- ▶ 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 30th September 2019 in the venue at 4.00 pm

Events

- ▶ 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

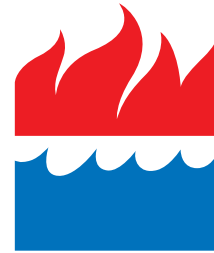
- ▶ Comprehensive Advertising campaign will be undertaken in all leading English, Kannada, Hindi, Tamil, Telugu and Malayalam News Papers
- ▶ Outdoor and OOH Advertising will be seen at various Vantage Points of Bangalore
- ▶ Specially planned Digital Marketing initiatives on Google Adwords, Facebook, Influencer Marketing, etc will be elaborately planned
- ▶ Popular FM Radio Stations will partner with BBF 2019
- ▶ 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

This time Bangalore Book Festival will be organised at the most popular Main Pavillion of Tripuravasini Palace Grounds, which is a fully integrated covered structure with 2,00,000 Square Feet Area.

With best compliments from



Sector 44, Gurugram, Haryana 122003



HarperCollins *Publishers* India

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Mumbai - 400059



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Rd, Bengaluru, 560025



7th Floor, Infinity Tower C, DLF Cyber City, Gurgaon - 122002,
Beside Cyber Hub



RUPA

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Yusuf Sarai Community Centre, New Delhi - 110049



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WILEY

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