

Subject : **20<sup>th</sup> DELHI BOOK FAIR 2014**

Dear Sir,

India Trade Promotion Organisation will be organizing the 20<sup>th</sup> edition of Delhi Book Fair from August 23-31, 2014 at Pragati Maidan. The fair is being organized in association with Federation of Indian Publishers.

Book Fairs have a great role to play in promoting the reading habit among people of all age groups. Delhi Book Fair is playing a pivotal role in reiterating the might of the pen and the printed world and has come to be recognized as the biggest book bonanza keenly awaited by students, teachers, scholars, authors, intellectuals, librarians and book lovers. Apart from promoting literacy and reading habit, especially among children and youth, the fair presents a vast panorama of books on wide range of subjects from India and abroad. The fair provides a unique platform for business-to-business transactions, establishing new contacts, entering into co-publishing arrangements, translation and copyright arrangements, reprinting of old and rare books and also retailing opportunity to the multitude of visitors who come to visit the fair.

**Exhibitors Profile :** Publishers, Sellers and Distributors of Books, Periodicals and Magazines, Manufacturers and Dealers of Teaching Aids and Computer Software

**Visitors Profile:** National and International Publishers, Librarians, Researchers, Academicians, Writers, Dealers and Traders, Students and Public at large.

The participation charges are as follows:

**Indaian Exhibitors:**

Shell Scheme : Minimum 9 sq.mtrs	Rs. 43700/-per booth of 9 sq.mr. + 12.36 % service tax
Bare space	Rs. 41400 per booth of 9 sq.mrs. plus 12.36% service tax.

**Overseas Exhibitors:**

Shell Scheme : Minimum 9 sq.mtrs.)	US\$ 1200 per booth of 9 sq.mtrs. plus service tax (12.36%)
Bare space	US\$ 1100 per booth of 9 sq.mtrs. plus service tax (12.36%)

You are requested to forward the enclosed application form duly completed to us along with a D.D. favouring "India Trade Promotion Organisation" payable at Delhi towards participation charges latest by 15<sup>th</sup> July, 2014.

Thanking you,

Yours faithfully,

( Surinder Kumar)  
Manager