



South African

**BOOK  
FAIR**

**8–10 SEPTEMBER  
MUSEUM AFRICA, NEWTOWN**

**INVITATION TO EXHIBIT**

# LIMITED STANDS AVAILABLE BOOK YOUR SPACE EARLY!

## FOR FURTHER INFORMATION:

South African Book Development Council

Email: [exhibitions@sabookcouncil.co.za](mailto:exhibitions@sabookcouncil.co.za)

Tel: 021 914 8626



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**BOOK  
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## ABOUT THE SOUTH AFRICAN BOOK FAIR

The re-designed South African Book Fair (SABF), under the auspices of the South African Book Development Council, will take place from 8 to 10 September 2017, in Newtown, Johannesburg. The SABF will be incorporated into the successful annual National Book Week, which has established itself on the SA calendar in the first full week of September.

### **Providing a unique opportunity for promotion and trade, the Fair will be made up of three key elements:**

The Exhibition, The Literary Festival and Business2Business – taking place at Museum Africa, The Market Theatre and Market Square, all in close proximity to the Newtown Junction.

The Fair is an opportunity for the book publishing industry to brand and position itself as a relevant, inclusive and important part of South Africa and Africa's development.

An invitation is extended to your organisation to exhibit at the South African Book Fair 2017 and to benefit from the national and continental campaign that will support the event. With a focus on providing a strong platform for the book industry, the SABF has the following broad objectives:

- Forging and promoting partnerships across the industry, both locally and continentally.
- Showcasing books, authors and industry in general.
- SMME and entrepreneurial development.
- Enterprise and skills development across the value chain.
- A lively, captivating literary festival.
- The promotion of a reading culture and increased access to books.

## WHY EXHIBIT

Strategically positioned within the metropolitan and culturally appropriate Newtown Cultural Precinct, the Exhibition will be hosted at Museum Africa, the anchor venue for South African Book Fair 2017. It will offer the following opportunities:

- The gathering, in a single space, of the broad spectrum of industry companies, ancillary services and institutions, as well as government and the public.
- The chance to network with existing, new and emerging businesses and entrepreneurs.
- Focused trade opportunities and discussions within Africa.
- The pooling of new and diverse talent.
- Business2Business seminars and workshops.
- BBBEE opportunities.
- Access to existing and new audiences.
- An impressive author line-up.
- The unique repositioning, with relevant offerings, of an African fair.

## OFFERINGS

- Convenient storage facilities.
- Free access to three Literary Programme events.
- Opportunities for book launches and stand activities.
- Free Wi-Fi.
- Listing in the SABF Catalogue.
- Listing on the SABF website.
- Affordable exhibition prices.
- Free access to the public.
- Affordable, convenient accommodation.

## PROGRAMME

A dynamic and relevant programme will be presented, which includes:

- The Literary Festival.
- Author Tours.
- The Business2Business space and activities.
- An industry library seminar.
- A Demo Library.
- Illustrator workshops.
- A children's Magic Tent.
- Activations in Newtown Junction.
- A Philosophy Café.
- A Poetry Café.
- Test kitchens.
- An SABF Joburg Hop On-Hop Off bus tour.
- A media lounge.

The South African Book Fair will be supported by a comprehensive national and provincial public relations and marketing campaign.

## EXHIBITION STAND SIZES AND INCLUSIVE PACKAGES\*

SIZE (m <sup>2</sup> )	FASCIA	SPOT-LIGHTS	PLUGS	PART D/B	CARPET	SHELVES	TABLE AND 2 CHAIRS	LITERARY FESTIVAL SESSION TICKETS	BADGES
4	1	2	1	✓	✓	2	✓	3	2
6	1	2	1	✓	✓	2	✓	3	2
8	1	2	1	✓	✓	2	✓	3	2
12	1	2	1	✓	✓	3	✓	6	4
16	2	4	2	✓	✓	3	✓	6	4
20	2	4	2	✓	✓	3	✓	6	4
24	3	6	3	✓	✓	3	✓	6	4

\*Exhibitors will not be permitted to exchange any of the above items.

## EXHIBITION STAND COSTS\*

	4m <sup>2</sup> (2m x 2m)	6m <sup>2</sup> (2m x 3m)	8m <sup>2</sup> (4m x 2m)	12m <sup>2</sup> (6m x 2m)	16m <sup>2</sup> (8m x 2m or 4m x 4m)	20m <sup>2</sup> (10m x 2m)	24m <sup>2</sup> (12m x 2m or 6m x 4m)
Shell scheme package	R12 800	R19 200	R25 600	R38 400	R51 200	R64 000	R76 800
Floor space only	R4 000	R12 000	R16 000	R24 000	R32 000	R40 000	R48 000

R3 200/m<sup>2</sup> Shell scheme package

R2 000/m<sup>2</sup> Floor space only

- All prices include VAT and are quoted in ZAR.
- There will be a surcharge of R10 000 for prime positioning of stand.
- Storage space is available at R500 per m<sup>2</sup>:
  - Option 1: Single storage – 2 m<sup>2</sup> = R1000.
  - Option 2: Shared storage – 2 m<sup>2</sup> = R 500 per exhibitor (×2).

**All furniture and/or other additional items will be ordered directly through The Expo Guys.**

Visit the links below for more information. A direct link will be made between your company and The Expo Guys upon payment of a deposit.

**Furniture:** [CLICK HERE](#)

**Electrical:** [CLICK HERE](#)

**Plants:** [CLICK HERE](#)

## HOTEL ACCOMMODATION

The South African Book Fair has secured the Newtown City Lodge for its guests and speakers. A limited number of rooms are being made available exclusively to exhibitors, at the special rate of R1 100 pp per night including dinner.

The hotel is located within easy walking distance of Museum Africa and other Book Fair venues.

This offer will be available until 31 May 2017 on a first-come- first-served basis, and is available only to exhibitors who have paid for their exhibition stand in full.

The Mapungubwe Hotel in Marshalltown is five minutes' drive from the Book Fair. This 4-star hotel is offering accommodation to Book Fair exhibitors and delegates at R1 300 pp per night. Bookings can be made directly with the hotel with the booking code MHAB2017.

[www.faircity.co.za](http://www.faircity.co.za)

## TERMS OF PAYMENT

**Registration due date: 31 May 2017**

A deposit of 50% to secure your booking is payable to the South African Book Development Council.

- An invoice will be issued upon receipt of a completed Registration Form.
- The balance will be payable by 30 June 2017.
- Exhibitors will be issued with a reference number upon receipt of final payment. This will enable them to order additional exhibition furniture and other requirements and to benefit from the discounted hotel price on offer. The City Lodge Hotel will make reservations only upon receipt of a release order from the SABF.

**To register please complete the attached Registration Form.**

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**SOUTH AFRICAN  
BOOK DEVELOPMENT  
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[www.southafricanbookfair.co.za](http://www.southafricanbookfair.co.za)



South African Book Fair



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# South African **BOOK FAIR**

## **EXHIBITION 2017 8-10 SEPTEMBER, MUSEUM AFRICA TERMS AND CONDITIONS**

### **1. Registration**

1.1 The closing date for registration is 31 May 2017.

### **2. Admission**

2.1 Right of admission is reserved.

### **3. Exhibiting**

3.1 Exhibits must fall within the defined scope of the Exhibition and may represent all forms of books and reading materials, ancillary services and related development initiatives. Exhibitors may be asked to provide details of the types of products or services they intend to display.

3.2 Exhibitors are not allowed to sub-let the stand allocated to them or to permit the stand to be utilised by any other person or company without the Organiser's prior consent in writing.

### **4. Payment Terms**

- 4.1 Upon receipt of a registration form, the SABDC will submit an invoice of 50% of the total amount payable, as per the details provided in the registration form.
- 4.2 The balance of 50% will be payable once allocation of your stand is completed, which will be no later than 30 June 2017.
- 4.3 If payment is not received timeously, the Organiser will have the right to reallocate the rented exhibition space. The exhibitor will be excluded from the SABF if payment terms are not met.
- 4.4 The exhibitor will remain liable for payment if the exhibitor is prevented from attending the SABF for whatever reason.
- 4.5 Invoices are payable upon receipt via electronic funds transfer (EFT) to the SABDC as per the banking details supplied on the invoice.

### **5. Allocation of exhibition space**

5.1 Exhibition space will be allocated once the registration deadline has expired and will depend on the available spaces and exhibitor needs.

### **6. Cancellation or withdrawal**

- 6.1 Cancellations received before 30 June 2017 will be liable for a 20% administrative expense calculated against the total amount of the amount payable by the exhibitor.
- 6.2 Cancellations received after 30 June 2017 will be liable for the full amount due. In this instance, the Organiser is entitled to find another use for the entire rented space.
- 6.3 The Organiser is entitled to deny admittance or to reallocate exhibition space if the exhibitor fails to arrive by the time the event opens and has not made alternate arrangements with the Organiser.

### **7. Catalogue**

7.1 Every exhibitor will be included in the Exhibitor Catalogue or any other material that the Organiser chooses to produce.

### **8. Custom-designed stands**

- 8.1 Exhibitors with custom-built stand units will be responsible for providing their own stand signs, which must correspond to the Exhibitor's Catalogue entry – as per the information provided on the Registration Form.
- 8.2 Stand fittings and furnishings are subject to all Health and Safety Requirements as per the venue. Authorisation is required for a stand exceeding 2.5m in height.

### **9. Attendance**

9.1 Stands must be occupied at 8.00 am on 8 September 2017 and be staffed every day from 9:00 am to 6:00 pm and until 4:00pm on the last day of the event, Sunday 10 September 2017. Exhibitors must display their exhibits for the entire duration of the Fair. Dismantling is not permitted before 4:30 pm on 10 September 2017.

### **10. Liability**

10.1 The exhibitor has a legal obligation to implement safety precautions to protect all individuals who enter the rented exhibition space. The exhibitor accepts liability for any damages or loss caused by themselves, their contracted administration and implementation assistants. The exhibitor will be liable for any loss or irreparable damage to items supplied on a rental basis, from the time of receipt until they are returned /collected, being liable for the new replacement value.

10.2 The exhibitor irrevocably releases the Organiser from any claims made by third parties with regards to the violation of laws or third party rights (particularly intellectual property rights, copyrights, image and name rights, brand and trademark rights, competition rights, personality rights) connected to the exhibition space of the exhibitor including the exhibitor's activities, advertising, products and their intellectual contents. This release also applies to any penalty, court or legal expenses arising from such violations.

10.3 A strict liability of the Organiser for damages due to pre-existing deficiencies in the rented space is excluded. If the Organiser violates terms due to simple negligence, any liability for compensation is limited to the predictable, typical or expected average damages in relation to the scope of this agreement. Compensation claims for damages due to breach of this agreement, are excluded to the extent that they are not due to gross negligence or deliberate action of the Organiser and/or the Organiser's contracted assistants.

10.4 The Organiser is not liable for loss or theft of exhibited items, stand structures or stand furnishing. For an additional fee, the exhibitor may hire professional stand guards which have been approved by the Organiser for such duties.

10.5 Any claims the exhibitor makes against the Organiser arising from the terms as well as any other related demands must be communicated to the Organiser in writing within ten (10) days after the event. If any faults or disturbances become evident during the course of the event, they must be communicated to the Organiser without delay. Otherwise, the assertion of any respective claim will be invalidated.

10.6 To the extent that the Organiser's liability is limited, so too is the personal liability of the Organiser's staff members, employees, representatives and agents.

### **11. Security, insurance**

- 11.1 The Organiser will contract an external security company to provide general security of the exhibition area.
- 11.2 However, the Organiser assumes no responsibility for damages or loss of exhibited goods, the exhibition stand or any objects or belongings of the people working at the stand.
- 11.3 The exhibitor will be responsible for the safekeeping of the stand during the event as well as during set-up and dismantling.
- 11.4 All valuable and easily removable objects must be securely locked away by the Exhibitor at night.

### **12. Cancellation of Event**

12.1 In the cases of force majeure or for reasons beyond the control of the Organiser, the postponement, time changes or cancellation of the event is permitted. These reasons include natural disasters, war, strikes, terrorism, national emergency, inevitable accident, transportation blockages, blackouts, the non-availability of the Exhibition premises, or any other cause not within the control of the Organiser. In these cases, the exhibitor has no right to claim compensation for damages thereby incurred.

12.2 Force majeure is understood to include the inability to ensure a sufficient supply of utilities such as electricity and/or water, assuming these occurrences are not just of short duration, nor caused by the Organiser.

### **13. Updating of Terms and Conditions**

13.1 The Organiser reserves the right to update the Terms and Conditions should this become necessary.