



**INVITATION
TO EXHIBIT**

South African
**BOOK
FAIR**

7-9 September 2018
Newtown - JHB
www.southafricanbookfair.co.za

ABOUT THE SOUTH AFRICAN BOOK FAIR

Moving away from cookie-cutter exhibition solutions and static one-venue fairs, the SABF design team is focusing on bringing our passion and devotion for books to life in a variety of beautiful, authentic spaces across Joburg's Newtown Precinct.

While the combination of urban-industrial, heritage and modern architectural spaces is an experience in its own right, we will also be bringing into the space a unique flow and feel, startling decorative touches and distinctive SABF branding.

From exhibition stands with giant printed bookmarks for signage to our bold and colourful decorative elements - which include flying books - we will be transforming the exhibition space into a contemporary social hub.

Books enable our minds to travel to new places, and we hope that our unique approach to the design of the 2018 Book Fair experience will leave all our young-at-heart visitors equally transported, delighted and inspired.

The Fair will once again be hosted - from 7 to 9 September - by the South African Book Development Council (SABDC); and will once again be a key feature of the Council's established and successful annual National Book Week, which will take place all over the country between 3 and 9 September 2018.

Going forward, the broad vision of the SABF is to become ever more relevant, inclusive and diverse. As the country's national book fair, this event has to be truly South African and African; and to reflect the diversity of our continent.

With its 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 the book industry in general.
- Supporting publishing entrepreneurs and SMMEs.
- Enterprise and skills development across the value chain.
- A lively, captivating Literary Festival.
- The promotion of a reading culture and increased access to books.

**LIMITED STANDS AVAILABLE
BOOK YOUR SPACE EARLY
TO AVOID DISAPPOINTMENT!**

For further information:
South African Book Development
Council
Email: raynia@sabookcouncil.co.za
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WHY EXHIBIT?

The South African Book Fair (SABF) is a unique opportunity for the book publishing sector to position itself collectively as a relevant, inclusive and important part of development in South Africa and the rest of the continent. It also provides the sector with the once-a-year possibility of interacting and engaging with every other link in the book-value chain; and with government and the public at large.

You will be visited by people from all walks of life; and will be able to play a role in increasing their access to the rich and diverse content produced by our world-class book industry.

Both your staff and your visitors will benefit from the contributions of the wide variety of participants represented on the SABF's literary and other programmes. We encourage all participants to listen to, and mingle and debate with, the astonishing variety of trainers, poets, storytellers and authors on tap.

Note, also, that the space we have access to this year is not only strategically positioned within the metropolitan and culturally appropriate Newtown Cultural Precinct, but is also more accessible to all exhibitors and visitors. A space that is horizontal rather than vertical, it reaches out to the public in several enticing ways.

OFFERINGS

Overall, the programme offers a wealth of advantages

- The gathering, in a single space, of a broad spectrum of industry companies, as well as ancillary services and institutions, government and the public.
- The chance to network with existing, new and emerging businesses and entrepreneurs.
- Focused trade opportunities and discussions within the African context.
- The pooling of new and diverse talent.
- Business2Business seminars and workshops.
- BBBEE opportunities.
- Access to existing and new audiences.
- A relevant and fascinating author line-up.
- The unique repositioning of the Fair as a South African and African event.
- Free access to Literary Programme events.
- Opportunities for book launches and stand activities.
- Listing on the SABF website.
- Affordable exhibition rates.
- Free access to the Fair for the public.
- Affordable, convenient accommodation at the City Lodge Newtown.



STAND OPTIONS

EXHIBITOR STAND SIZES AND INCLUSIVE PACKAGE*

SQM SIZE	FASCIA	SPOT-LIGHTS	PLUG	PART D/B	SHELVES	TABLE AND 2 CHAIRS	LITERARY FESTIVAL SESSION TICKETS	BADGES
4	1	2	1	yes	2	yes	yes	2
8	1	2	1	yes	2	yes	yes	2
16	2	4	2	yes	3	yes	yes	4

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

EXHIBITION STAND COSTS

	4m ² (2m x 2m)	8m ² (4m x 2m)	16m ² (8m x 2m)
Floor space only	R 8 000	R16 000	R32 000
Shell scheme package	R12 800	R25 600	R51 200

*SABF map and exhibition floor plan attached.

- All prices include VAT at 15% and are quoted in ZAR.
- Storage space is available at R500 per m²:
 - Option 1: Single storage – 2m² = R1 000.00
 - Option 2: Shared storage – 2m² = R500.00 per exhibitor (x2).
- An Exhibitors' Manual will be provided, covering the necessary information pertaining to additional orders and logistics surrounding SABF 2018 in general.
- Additional furniture and/or items will be available at reasonable rates through Scan Display. They must be ordered directly from that Company, at catherine@scandisplay.co.za.

To register, please complete the registration form attached.

HOTEL ACCOMMODATION

As it did last year, in an arrangement that worked really well, the SABF has secured the City Lodge in Newtown for its guests and speakers. A limited number of rooms is being made available exclusively to exhibitors, at the special rate of R1,200.00 per night for dinner, bed and breakfast.

The hotel is located within very easy walking distance of the Newtown Precinct.

This offer is available until 31 May 2018 on a first-come-first-served basis, and is available only to exhibitors who have paid in full for their exhibition stand.

TERMS OF PAYMENT

Registration due date: **31 May 2018**

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 29 June 2018.
- Exhibitors will be issued with a reference number upon receipt of final payment.

This will enable you to order additional exhibition furniture and other requirements; and to benefit from the discounted hotel price on offer. Note that City Lodge Newtown will make reservations only upon receipt of a release order from the SABF.



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BOOK DEVELOPMENT
COUNCIL**

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EXHIBITION 2018

7-9 SEPTEMBER, NEWTOWN PRECINCT

TERMS AND CONDITIONS

1. Registration

1.1 The closing date for registration is 31 May 2018

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 29 June 2018.

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 29 June 2018 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 29 June 2018 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 7 September 2018 and be staffed every day from 9:00 am to 5:00 pm and until 4:00 pm on the last day of the event, Sunday 9 September 2018. Exhibitors must display their exhibits for the entire duration of the Fair. Dismantling is not permitted before 4:30 pm on 9 September 2018.

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 rising 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.

