

# 15th Karachi International Book Fair®

Organised by  
**The Pakistan Publishers and  
Booksellers Association**  
In Association with  
**National Book Foundation**  
(Government of Pakistan)  
**05-09 December 2019**

## Fact Sheet on KIBF 2019

Karachi International Book Fair (KIBF) has become a cultural phenomenon since 2005, and has been gaining in importance every year. The growing success of KIBF has encouraged the Pakistan Publishers and Booksellers Association to organize the 15th Karachi International Book Fair (KIBF) from 05 - 09 December 2019. This year as well, KIBF will be held in association with The National Book Foundation (Government of Pakistan).

It is envisaged that this year also, the number of visitors at KIBF would be more than the earlier years, many of whom stand in long queues for author autographs, book bargains, and cultural events. It will give an opportunity for book lovers and students to see the books of leading world renowned publishers on display and purchase books of their choice at a good discount.

FAIR DATES:	05 - 09 December 2019
VENUE:	Hall, No. 1, 2 and 3 Karachi Expo Centre Gulshan-e-Iqbal, Karachi
ORGANIZERS:	The Pakistan Publishers and Booksellers Association
IN ASSOCIATION WITH:	The National Book Foundation (Government of Pakistan).
EXHIBITION TIMINGS:	Visitors: 10:00 A.M to 09:00 P.M Exhibitors: 09:30 A.M to 09:15 P.M
PARTICIPATION CHARGES:	International Exhibitors: US\$ 1000 /- per stall National Exhibitors: Rs. 70,000 /- per stall
STANDARD STALL SIZE 3X3 METERS	<b>EARLY BIRD DISCOUNT:</b> To encourage our exhibitors an early bird discount will be allowed on full payment to be received by the organizers till Thursday, October 31, 2019. Details given below: International Exhibitors: US\$ 200 /- (per stall of 3 x 3 meters) National Exhibitors: Rs. 10,000 /- (per stall of 3 x 3 meters)
PARTICIPATION PROCEDURE:	Prospective exhibitors are requested to fill in the enclosed application form and send it to the Coordinator KIBF, along with the participation fee.
EXHIBITOR'S PROFILE:	<ul style="list-style-type: none"> <li>• Publishers, Booksellers and Distributors of books, Periodicals/Materials</li> <li>• E - Books and E-Learning Resources: E-Book Readers, Audio Visual Learning Aids</li> <li>• Children's and Teen's Books</li> <li>• Religious Books</li> <li>• Multimedia Products / Educational Software / Digital Solutions</li> <li>• Literary Agents</li> <li>• Content Providers</li> <li>• Wholesalers</li> <li>• Online Books Service providers</li> <li>• Promotional Dealers</li> </ul>
VISITOR'S PROFILE:	<ul style="list-style-type: none"> <li>• National and International Publishers</li> <li>• Academics: Schools, Colleges, Institutes, Universities</li> <li>• General Public (families)</li> <li>• Booksellers (Retailers and Wholesalers)</li> <li>• Librarians</li> <li>• Researchers and Writers</li> </ul>
HOTEL ACCOMMODATIONS:	KIBF will make all efforts in arranging hotel accommodation at special rates. Visiting exhibitors are requested to contact the Coordinator KIBF well in advance.
FLOOR PLAN:	All stall(s) locations will be allocated by the allocation Sub-Committee 3 days before the event.

Note: The display and sale at KIBF will be strictly in accordance with the terms and conditions for exhibitors. Strict legal action will be taken against exhibitors found guilty of violation of the terms and conditions for exhibitors.

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## Advertising Rates KIBF 2019

### KIBF Souvenir:

Like every year a souvenir giving details of the book fair, the exhibitors and who's who in Pakistan publishing and book trade is published and will be widely distributed during the event. This souvenir will include valuable information, articles and detailed listings of exhibitors, national and international. It would also serve as a lasting reference for those interested in Pakistan's publishing and book trade business.

We would like to invite you to place your advertisement in the souvenir, and are sure you will agree that the advertisement rates are reasonable considering the wide circulation and importance of this souvenir. Your advertisements in this souvenir will reach to educated and enlighten visitors but will also present a positive image to the international participants and exhibitors. As a special incentive all the advertisers in the souvenir will have a free banner on the main page of our website [www.kibf.com.pk](http://www.kibf.com.pk). Kindly visit our website to see how effective this promotional tool can be for your company.

Furthermore this souvenir will be used during 2020 in our international and national promotional campaign with particular focus on the education sector.

#### Exhibitor Souvenir

Back Cover  
Inside Front  
Inside Back  
Full Page Inside

#### International Ads.

US\$: 600/-  
US\$: 450/-  
US\$: 350/-  
US\$: 250/-

#### National Ads.

Rs. 40,000/-  
Rs. 30,000/-  
Rs. 25,000/-  
Rs. 15,000/-



Banner of 16 x 8 ft which will be displayed Reception area of Karachi Expo Centre during KIBF/2019 event, for the successful promotion and marketing of your products. Karachi International Book Fair is offering 50% discount on the booking of banner for participants of KIBF 2019. It's a golden opportunity to avail the discount offer, for the successful promotion of your products.

#### Banner Size

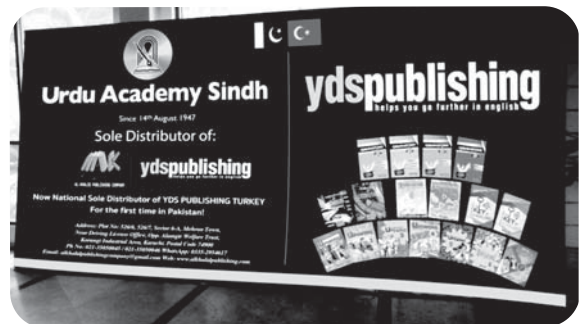
16 x 8 ft

#### International

US\$: 1100/-

#### National

Rs. 75,000/-



All advertisement material along with 100% advance payment by cheque in favor of the Pakistan Publishers and Booksellers Association should be sent to the Coordinator KIBF, latest by **Friday, November 1st, 2019**.

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## Application Form for Booking of Stall(s) KIBF 2019

Please complete and send, in duplicate, along with a cheque/ bank draft/ pay order /swift transfer in favor of The Pakistan Publishers and Booksellers Association, to Coordinator KIBF, at KIBF Secretariat: B5/2nd Floor 64/21, Miran Mohd. Shah Road, M.A.C.H.S, Karachi-75350, Pakistan, Tel & Fax: +92 (21) 34312724, Mob: +92 (322) 2799414, E-mail:kibf.ppba@gmail.com, Website: www.kibf.com.pk. If you wish to pay electronically through wire transfers please contact us for bank details.

1. Name of the Firm/Organization/Company (in BLOCK letters): \_\_\_\_\_  
 \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_
2. Name of the Head of Firm/Organization/Company: \_\_\_\_\_  
 Designation: \_\_\_\_\_ Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_
3. Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_  
 Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_
4. Name of foreign publisher being represented (if any): \_\_\_\_\_
5. No. of stall(s) required: \_\_\_\_\_ {Standard stall size: 3x3 meters}
6. Payment Details:  Cheque  Bank Draft  Pay Order  
 Cheque No./Bank Draft/Pay Order No.: \_\_\_\_\_ Amount in PKR/US\$: \_\_\_\_\_  
 Name of the Bank: \_\_\_\_\_ Branch/City: \_\_\_\_\_
7. Inscription in English to be printed on the fascia of the stall(s) (35 characters): \_\_\_\_\_  
 \_\_\_\_\_
8. Please give brief description of the categories of books you publish/sell (30 words). This information will be included in the KIBF Souvenir being prepared and is important.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

I/We hereby agree to abide by the terms and conditions of The Pakistan Publishers and Booksellers Association for participation in the Karachi International Book Fair 2019. I/We further undertake that I/We are not involved in piracy and will not exhibit any pirated material at the stall(s).

Authorized Signatory: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_ Stamp of Company

# Karachi International Book Fair® (KIBF) Karachi Expo Centre

Organised by  
**The Pakistan Publishers and  
Booksellers Association**



In Association with  
**National Book Foundation**  
(Government of Pakistan)



## **KIBF MANAGING COMMITTEE**

**Waqar Matin Khan**, *Convenor*  
*Emkay Books International*

**Syed Nasir Hussain**, *Deputy Convenor*  
*Publishers Marketing Associates*

**Aziz Khalid**  
*Urdu Academy Sindh*

**Iqbal Saleh Mohammad**  
*Paramount Books (Pvt) Ltd.*

**Kamran Noorani**  
*Pakistan Law House*

**Muhammad Iqbal Gaziani**  
*Progressive International Agencies*

**Muhammad Nadeem Akhtar**  
*Children Book Shop*

**Nadeem Mazhar**  
*Sindhi Kitab Ghar*

**Owais Mirza Jamil**  
*Elite Publishers Ltd.*

**Saad Bin Aziz**  
*Academic Offset Press*

**Syed Asghar Zaidi**  
*Welcome Books*

**Saleem Abdul Hussain**  
*Liberty Books (Pvt) Ltd.*

**Karachi International Book Fair (KIBF)**  
*For enquiries, please contact:*

Coordinator, KIBF  
Mob: +92 (322) 2799414

Address: KIBF Secretariat  
B5/2<sup>nd</sup> Floor 64/21, Miran Mohd. Shah Road,  
M.A.C.H.S., Karachi-75350, Pakistan  
Tel & Fax: +92 (21) 34312724  
E-mail: kibf.ppba@gmail.com  
Website: [www.kibf.com.pk](http://www.kibf.com.pk)

## **ADDITIONAL UNDERTAKING**

- We undertake to abide by all the Rules and Regulations of KIBF which have been conveyed to us.
- We will not be displaying / selling any religious material that will hurt or offend any person.
- We also indemnify KIBF and the managing committee of KIBF against any legal action or police action that may arise by our actions during the fair.
- We alone shall be responsible for the material displayed at our stall/stalls. We also understand that any breach of the KIBF rules may result in the management of KIBF asking us to vacate our stall/stalls without refund of the stall rent paid by us.

Signature and seal of the company

-----  
Name and designation of person signing this undertaking.

## **IMPORTANT NOTICE**

### **Attention All Exhibitors**

It is to inform all exhibitors that the setup timing for **15th KIBF 2019** will be from **12:00 noon to 09:00 pm** on **04th December 2019**. As per Karachi Expo Centre rules Halls will be closed at **09:00 pm** sharp during setup days and no extra time is given. All exhibitors are requested to kindly complete their work before **09:00 pm** to avoid inconvenience.

پندرہواں کراچی انٹرنیشنل کتب میلہ کے اسٹالز ہولڈز نمائش کنندگان کو مطلع کیا جاتا ہے کہ کتب میلہ میں ۴ دسمبر ۲۰۱۹ کو سیٹ اپ کے اوقات دن ۱۲ بجے سے رات ۹ بجے تک ہیں۔ ایکسپوننٹس کی انتظامیہ کی طرف سے تمام ہالز رات ۹ بجے بند کر دیئے جائینگے اور کوئی اضافی وقت نہیں دیا جائیگا۔ تمام نمائش کنندگان سے گزارش ہے کہ کسی بھی پریشانی سے بچنے کے لئے اپنا کام ۹ بجے شب تک مکمل کر لیں۔

NAME: \_\_\_\_\_

DESIGNATION: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

CONTACT NO.: \_\_\_\_\_

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

#### **NOTE:**

***KINDLY SIGN THE FORM AND RETURN TO THE ORGANIZERS  
BY COURIER OR EMAIL.***



## Terms and Conditions for Exhibitor(s) 2019

### Booking of Stall(s):

- Applications for participation will be accepted on the prescribed form only.
- Booking of stall(s) will be confirmed upon receipt of 100% payment with the prescribed application form (duly filled up completely). Payment should be made through a Cheque/Bank Draft/Pay Order/Swift transfer in favor of "The Pakistan Publishers and Booksellers Association."
- Sub letting of full or part of stall(s) by the exhibitor(s) is not allowed.
- Upon acceptance by the KIBF, the application form will be considered as an agreement (under the accepted terms and conditions) between the applicant and the KIBF management. Allocation of stall(s) is subject to the availability of space. The KIBF Managing Committee, reserves the right to disqualify an exhibitor without giving any reason and prior notice/formal intimation.
- All exhibitor(s), including agents/representatives are advised to book their stall(s) in advance before Thursday, October 31, 2019 to avail an early bird discount of US\$ 200/- per stall of 3x3 meters in case of international exhibitors and Rs. 10,000/- discount for national exhibitors.

### Refund:

- Once application form with payment is received by KIBF, no refund fee will be made by KIBF Committee if the participant wishes to withdraw from the fair.

### Exhibition Timings:

- Exhibitor(s): 09:30 A.M to 09:15 P.M      Visitors: 10:00 A.M to 09:00 P.M

### Exhibitor Souvenir:

- Every exhibitor will be included in the Exhibitor Souvenir when registering before the deadline. Official editorial deadline of the souvenir /print edition is Friday, November 1st, 2019. Exhibitor Souvenir entry is obligatory.
- Inclusion in the Souvenir/print edition automatically implies inclusion in the online catalogue (KIBF Exhibitor Souvenir) which will be available online for the year 2020.
- The Organizing Committee will not accept any responsibility for inaccurate details provided by the exhibitor/advertiser in the exhibitor souvenir.

### Possession of Stall(s):

- Possession of stall(s) will be given upon receipt of full payment of participation charges.
- Possession will be given only the day before opening of the fair i.e. Wednesday, December 04, 2019. Earlier set-up requires the Organizers authorization in writing and is only permitted for stall(s) exceeding 90 meters by size.
- Set-up and decoration of stall(s) must be completed by 09:00 P.M on Wednesday, December 04, 2019 and it may be maintained everyday of the fair during 09:30 A.M to 09:00 P.M.
- All the stall(s) must be ready and displayed by 10:00 A.M on Thursday, December 05, 2019
- The Organizers has the right to reallocate the stall(s) that are not yet setup by 10:00 A.M on Thursday, December 05, 2019. There is no reimbursement of stall(s) rental charges already paid in the event of reallocation of stall(s).
- Exhibitor(s) must display their exhibits for the entire duration of the exhibition.

### Vacation of Stall(s):

- The stall(s) have to be vacated soon after the exhibition gets over and doors will be closed by the management for exhibitor(s) on Monday, December 09, 2019 failing which KIBF shall have the right to remove the exhibits/materials at the risk and cost of the exhibitor(s).
- It shall be the responsibility of exhibitor(s) to remove all exhibits, tools and other materials at the closure of the fair and leave the stall(s) in the same condition in which they were allotted in the beginning.
- If the Expo Centre charges KIBF for any damages caused by the exhibitor(s), these damages must be borne by the exhibitor. Failure to do so will disbar the exhibitor from participation in KIBF in future.
- The Organizers accept no responsibility for stall(s) furniture and fittings that have been left on the stall(s) by the exhibitor(s).

### Stall(s) Specification and Services:

- Stall(s) will be provided with stall(s) fittings and specified as under in fully carpeted, air-conditioned exhibition hall(s). Standard Stall size: 3 x 3 m<sup>2</sup>.

### Name Panel:

- The Organizers will supply a shell scheme stall(s) with a standard fascia board as name panel for the stall(s), Inscribed with the publishers company name and stall(s) number.
- Inscription must correspond to the Exhibitor Souvenir entry.

# Terms and Conditions for Exhibitor(s) 2019-

## Electrical Fitting:

- Each stall is provided with spotlight and a socket outlet. Standard electric supply at the stall is 220 Volts, 60 Hz.
- All other services such as the installation of wiring and additional usage of electricity must be ordered and be paid separately in advance through the Coordinator KIBF.
- The main connection to the electricity supply system will be carried out by the official electrician contracted by KIBF.
- General lighting is provided in the hall(s) besides the spotlight.
- Exhibitor(s) are not allowed to use electric objects without written permission for the refreshment usage and decoration of stall(s). Contact the Coordinator KIBF if any special electrical work is required.
- Permission in written should be submitted to the Coordinator, KIBF before the installation of electric appliances and a copy of the same should be available on stall(s) to avoid last minute difficulties.
- The Organizer reserves the right to disconnect any installation, which is deemed dangerous.
- It is not permitted to use electricity supplied to neighboring stall(s).

## Furniture:

- Two chairs, Three tables and Two hanging shelves will be provided free of cost with each stall.
- Additional display aids and furniture can also be obtained on rent, please contact Coordinator, KIBF (if required).
- Exhibitor(s) may bring their own furniture and accessories as well after obtaining the approval from the Coordinator KIBF with a copy placed at stall, to avoid last minute difficulties.
- The Organizers shall not be responsible for the safe keeping, storage, and use or otherwise of any property brought in to Expo Centre /Exhibition Hall(s) and the exhibitor indemnifies the Organizers and holds it harmless against any and all claims, losses or damages that may be suffered by any person in relation hereto.

## Return of Goods:

- Exhibitors are responsible to return the goods, provided on rental basis to the Event Manager at the end of the exhibition.

## Structure of the stall(s):

- The Exhibitor(s) are not allowed to erect enclosures within their stall(s) which may hinder the view of fair/ other exhibitor(s).
- Exhibits must not obstruct passages.
- The Organizer reserves the right to refuse permission for excess stall(s) height in the interests of the overall appearance of the hall(s) or for safety reasons. The decision of the Organizer is final.
- No alteration will be allowed in Fascia and Name of the exhibitor. No panaflex is allowed to cover the Fascia.  
No **LCD, LED** and **Plasma** is allowed outside the stand. Volume of any speakers used with in stands should be low and not disturbing to adjacent stands.
- Hall fixtures and technical fittings may not be damaged, dirtied or otherwise altered (e.g. breaking open, cutting, screwing, drilling, driving nails into floors, walls, partitions or other structures or fixtures in and around the Expo Centre).
- **Wall-papering and sticking up** of items is forbidden. It is not permitted to use hall fixtures and technical fittings in a load bearing capacity for either stall(s) structures or exhibits.

## Operation of Stall(s):

- No stall(s) will be left unattended during the fair.
- Staff of exhibitor(s) must be present at least half-an-hour before the opening and 15 minutes after the close of the fair.
- No activity which may cause disturbance, annoyance by the exhibitor(s) will be allowed by KIBF Committee.
- All computer systems, printers and credit card machines must be switched off before leaving the stall(s) in the evening.

## Encroachment of Passage/Space:

- All stall(s) holders should maintain all their promotional materials only within the jurisdiction of their stall(s).
- No infringements will be allowed and any banners, placards etc. placed without payment to Organizers in the passage or any area outside the allotted stall(s) shall be removed at exhibitor's cost.

## Display and Sale of Books/ Materials:

- There shall be no display and sale of pirated, proscribed or objectionable books/materials in the fair. In case of any violation of these rules, the KIBF Managing Committee shall have the right to close the stall(s) with no refund payment to the exhibitor(s).

## Promotion/Publicity Material:

- The attachment of publicity material and decorations to the stall(s) must be carried out in such a way as to avoid any damage to the wall(s) material put at the exhibitor's stall(s) by the Organizer (Use of permanent, corrosive adhesive tapes or nails is prohibited).
- This use of persons for publicity purposes, as well as the distribution or posting up of advertising material such as leaflets, posters, stickers etc. in the exhibition halls and passages is strictly prohibited.
- **The decision of KIBF Committee in this regard shall be final.**

## Book Launching/Functions:

- No participant will be allowed to have any book released or any other such function at his stall(s)/ hall or anywhere else in the fair premises without written permission of KIBF.

# Terms and Conditions for Exhibitor(s) 2019

## Activity Lounge:

- Exhibitor(s) interested to hold any activity like, book signing/ launching, competitions for children's, quizzes, spelling contest, drawing competitions, storytelling session, talk and panel discussion etc should contact the Coordinator KIBF for prior booking on first come first served basis.
- While seeking permission, Exhibitor(s) should give details, such as the nature of the program, its duration, name of the chief guest etc., in advance.
- The facilities provided by the Organizers will include PA system, a podium, tables and chairs in the enclosed designated area.
- The KIBF Management reserves the right to make any adjustments, if required.
- Duration of ceremony should not exceed more than the allotted time.

## Lunch/Refreshments during the fair:

- Sale of unauthorized food items during the fair is not allowed.

## Cleaning:

- While the KIBF will make arrangements to carry out the general cleaning, the exhibitor(s) shall be responsible for the cleanliness and tidiness of the stall(s) at all times during the fair.

## Smoking Prohibited:

- Smoking at fair ground premises/ exhibition ground/ halls is strictly prohibited.

## Insurance:

- It will be the responsibility of the exhibitor(s) to insure (if they so require) their exhibits and stock against break-in, theft and damage by fire and other natural calamities, during transit to and from the exhibition hall(s) as well as for the duration of the fair.

## Exhibitor Badges:

- For security reasons no exhibitor will be permitted to enter the exhibition premises without identification.
- 03 badges will be given for a minimum of 9 sq. mts. and two on every additional 9 sq. mts.
- Exhibitor badges will be issued on set up day not before 04:00 P.M. Please contact the Coordinator KIBF at Exhibition Reception.
- Exhibitor(s) wearing their badges will be allowed entry into the hall(s) at 09:30 A.M and shall vacate the hall(s) by closing time every day.
- All Exhibitor(s) must wear their Exhibitor Badges at all times during the fair.
- Exhibitor badges should be visible in a proper manner to avoid any sort of difficulties.

## Car Parking:

- Organizers have reserved a separate Parking Area for exhibitors and only those vehicles bearing parking stickers will be allowed to enter this area. Car Parking stickers will be issued according to KIBF policy.
- Parking stickers will be issued on set up day not before 04:00 P.M. Please contact the Coordinator KIBF at Exhibition Reception.
- Vehicles carrying exhibits etc. can be allowed to come into fair ground from 09:15 A.M. to 08:00 P.M.
- Exit permit signed by Coordinator KIBF will be required for taking out any material out of fair ground during the fair period.

## Exhibit Movement/Cargo Gates:

- Exhibits can be moved in through cargo gate during fair days only as per following schedule:

Morning:	10:00 A.M to 10:30 A.M	&	01:00 P.M to 01:30 P.M	daily
Evening:	04:00 P.M to 4:30 P.M	&	07:30 P.M to 08:00 P.M	daily

## Gate Pass (Exit Permit):

- No exhibits/ cases/ display material will be allowed to be taken out of fair ground during/ after close of the fair.
- Exhibitors are required to collect their gate pass not before 10:00 P.M on last day of the fair to take their material out of Expo Center. Please contact the Coordinator KIBF at Exhibition Reception.
- Exhibitor must obtain a separate gates pass for each vehicle.

## Security:

- The Halls shall be locked at 09:30 P.M everyday and nobody shall be allowed to stay overnight. The doors will re-open the next morning at 09:30 A.M. Only the Exhibitor(s) with exhibitor badges will be allowed to enter at 09:30 A.M.
- While the KIBF will make round-the-clock security arrangements at the hall during the fair, they are not liable for any loss or damage to the goods and property of the Exhibitor(s) in transit, storage or exhibition during the fair. The exhibitor(s) can not to leave their stall(s) unattended during the fair timings.

## Violation of Rules:

- In the event of violation of these rules, KIBF shall have the right to close down the stall(s) of the exhibitor(s) immediately.

## Cancellation:

- In the event of a natural disaster, or if circumstances so warrant, the KIBF Committee reserves the right to postpone/ alter or cancel the fair. In case, the fair is cancelled before the inauguration, rentals collected shall be refunded after making the necessary deductions of expenses so incurred.
- Any of the terms and conditions mentioned above may be relaxed or modified at the discretion of the KIBF Managing Committee whose decision will be final and binding. In matters not mentioned herein, the decision of KIBF Managing Committee shall be final and without any recourse of financial liability/ refund.