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GENERAL INFORMATION ON THE NBWF 2009

Publishers Association of Tanzania (PATA) in collaboration with the Book Development Council of Tanzania (BAMVITA) wishes to inform Authors, Publishers, Booksellers and the general public that the 18th National Book Week Festival will be held from 13th – 17th October, 2009 at UBUNGO PLAZA – Blue Pearl Hotel, Dar Es Salaam, Tanzania. Companies, Institutions and individuals wishing to take part as exhibitors are invited to send their applications to the organizing committee using the address shown.

The NBWF is nothing than a book celebration week by book stakeholders and the public at large. The NBWF main associated activities are the exhibitions, literary Awards, Children's Reading Tent, Book talk, inter-secondary school quizzes, cultural performances, Book donations, Teacher Librarians seminars and others which highlights / promote the interest of reading.

Who to exhibit?

The NBWF is open to Publishers, Booksellers, Libraries, Printers, Educational institutions, Research Institutions, Authors/Writers, Arts Gallery and illustrators, Embassy, Banks, Businesses, etc.

Who to attend?

The NBWF is non-discriminative, people in all stations of life and walks are the target of the NBWF.

Why attend?

You are all encouraged to attend the NBWF simply because;-

- Is one of the ways to promote interests in reading and encouraging quality authorship, publishing and printing
- Is an avenue for interface among key actors in the book industry from within and outside Tanzania'
- Is the market place for book actors and the public who come together to learn and do business,
- Is the meeting place for networking in the publishing industry and other businesses in Tanzania and elsewhere.

TERMS AND CONDITIONS

Application to exhibit must be made on the official application form attached or downloaded on-line via www.bamvita.or.tz. The completed application form must reach the **Secretary, Publishers Association of Tanzania, P.O.Box 76640, Dar Es Salaam on or before Friday, 9th October, 2009**. Exhibition rental fees are as stated on the attached official application form.

FACILITIES/ACCESSORIES

Exhibitors will be supplied with 1 table and 2 chairs or 2 tables and 4 chairs according to the stand size booked. They will also be provided with the brochure. Each exhibitor will however, be required to secure own safe bookshelves and make inside decorations. Requests for additional supplies shall attract additional cost and should be communicated before the event-taking place.

STAND ALLOCATION

Stands will be allocated according to the nature of the exhibitions (if need be). However, stands shall be allocated on first come, first served basis as per floor plan. Upon application, each exhibitor shall immediately be assigned a number of the stand and therefore, there shall be no second booking of the stand position.

SECURITY

The organizers shall take all reasonable security precautions in the interest of exhibitors and visitors. However, the organizers shall not be held responsible for any loss, theft or damage during the exhibitions.

UTILITY SERVICES

The following utilities will be provided; -

- Electricity in every stand
- Toilet services
- Mobile take away restaurant
- Information desk
- Trade desk (business, Exchange rates, Hotels, Taxi rates etc)

CLEANING

While the organizers will maintain the general cleanliness of the venue, participants shall be responsible for keeping their stands tidy at all times for the duration of the NBWF.

TIMING

The NBWF is scheduled to be held on 12th – 17th October 2009 and will open by 9:00 A.M and close by 5:00 P.M daily.

THE NATIONAL BOOK WEEK FESTIVAL 2009

OFFICIAL EXHIBITION APPLICATION FORM –F1

1. Name of Entity: -----

2. Full address: -----

3. Telephone: ----- Fax: -----

4. Email: -----

5. Contact person: ----- Tel: -----

6. DESCRIPTION OF YOUR EXHIBITION / ITEMS TO BE DISPLAYED

8. I/We hereby confirms my/our order for stand booking size: -----
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Name:----- Signature: ----- Date: -----

9. PAYMENTS: Please find enclosed my/our cheque for TZS/US\$ -----
made payable to **Publishers Association of Tanzania.**
CRDB Bank, A/c No. 01J1007299400. Swift Code: CORUTZ

THE NATIONAL BOOK WEEK FESTIVAL, 2009

APPLICATION FORM FOR ADVERT IN THE BOOK WEEK BROCHURE

GENERAL CONDITIONS –F2

1:0 ADVERT FORMAT

- Submit your advert in original (raw) format. The text should be in virus free writable CD's
- Be fully designed and saved as Photoshop illustrator accompanied with printed proof (black and white or colored)
- Organizers shall not accept responsibility for the accuracy and quality for any artwork created by the advertiser
- Payments with artwork diskettes containing the advert artwork and the completed application form should reach the office of PATA **not later than Friday, 9th October, 2009.**

2:0 ADVERT TYPE, SIZE AND RATE

No	DESCRIPTION		SIZE maxim	MEMBERS TZS	NON MEMBERS TZS	FOREIGN US\$
01	Inside back cover		148x213	380,000	390,000	390
02	Inside front cover		148x213	380,000	390,000	390
03	Run-off-pages	Full page	148x213	300,000	350,000	350
		Half page	148x108	180,000	220,000	220
		Quarter	78x108	100,000	150,000	150
04	Centre fold		Twice fp	750,000	1,000,000	1000

3:0 BOOKINGS

Advert type and size booked: -----

Number of adverts insertions: -----

4:0 DECLARATIONS

I/We have read and accepted the conditions for bookings and participation to the NBWF and enclose payment to the value of TZS/US\$ ----- to secure our advert booking. The artwork is also enclosed.

Name of Entity: -----

Address: -----

Tel: ----- Fax: ----- E-mail: -----

Sign and official stamp: -----

PLEASE NOTE: All cheques should be issued in the name of **Publishers Association of Tanzania**. No payments made in other accounts' name shall be accepted.