

Celebrating **20th**
Glorious Book Loving Years



राष्ट्रीय | NATIONAL
पुस्तक मेला | BOOK FAIR
Lucknow

Spreading the light of Knowledge

22 Sept.-2 Oct. 2023



Venue
Balrampur Garden
Opp. Doordarshan Kendra
Ashok Marg, Lucknow

ORGANISED BY




Find us on



lucknowbookfair

www.lucknowbookfair.org



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Welcome

Lucknow is renowned as the city of nazaakat (delicacy), tahzeeb (culture) shero-shayari (verses) and tazeem (civility) from the days of its Nawabiyat (aristocracy). It was the Paris of East in the 18th-19th centuries. Monuments such as Imambara, Rumi Darwaza, Chattar Manzil, Dilkusha Palace, La Martiniere and the ruins of the British Residency, a focal point of the first War of Indian Independence in 1857.

The city has long taken pride in its academic supremacy and intellectual sovereignty having more than a dozens Universities, earning a name for itself as a Knowledge hub for academicians, thinkers writers, poets, scientists, artists and philosophers. Modern Lucknow, the capital of India's largest state U.P. fast becoming a cosmopolitan with new projects such as IIIT, IT Park, Cricket Stadium, super speciality's public- private Hospitals, Expressways, International Airport, Metro Rail, Defence Corridors, world class Malls and Multiplexes, numbers of residential & commercial projects and several theme based parks.

The Book Fair is not limited only to display and sale of books but is a book festival that provides readers with all sorts of quality reading stuffs at reasonable prices. It facilitates direct contact with authors and intellectuals. KT Foundation & Forceone organising book fairs since 2003 and Lucknow's book fair is amongst top 10 book fairs in India.

This year we are celebrating **20th glorious Years of National Book Fair**. We extend our Invitation & request your kind participation in the National Book Fair.



ATTRACTIONS

Book Releases

Meet the writers

Children's Programs

Kavi Sammelan

Mushayra

Cultural Events



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22 Sept.-2 Oct. 2023



Event's Details

Date 22 Sep -2 Oct. 2023

Time : 11am -9 pm

Days : 11 Days Book Fest

Venue : Balrampur Garden, (Hazratganj Central Business District) Opp. Doordarshan Kendr Ashok Marg Lucknow, India

Promotion and Publicity

A well planned publicity campaign to create hype of the Book Fair through press conference, outdoors, internet, SMS and other media, including personal contacts to educational institutions etc. Invitations will be send to thousands of readers who have registered their names in the previous book fairs.



Stall Rentals

CATEGORY	SIZE	STALL RENT
Hindi & Regional	3 mts. X 3 mts.	₹ 45,000
English	3 mts. X 3 mts.	₹ 55,000
Institutional & Non Book Trade	3 mts. X 3 mts.	₹ 60,000

GST @ 18% extra.

Octonorm prefab stalls with 1 Table, 2 Chairs, Name Fascia
Carpets, sufficient Lights & Display Racks.

**Additional Furniture (Table @ ₹500/each), Lights
Fans & Security will be charged extra.**

**EARLY BIRD
DISCOUNT***
Book Now Pay Less
before 30 June 2023

Bank Details

Forceone Advertising & Events Pvt. Ltd.
State Bank of India
Account No : 37024147159
IFSC Code SBIN0050824
MICR: 226002142
GSTIN No. 09AADCF1499A1ZR
PAN No. AADCF1499A
Branch : CP 5/1, Sector-I, Anurag Plaza
Aashiana, Lucknow 226012, India

**For Information, Stalls Booking & Sponsorships
Please Contact:**

Manoj S. Chandel +91-9415080505

Astha Dhall +91-9839184746

Aakarshan Jain +91-9999683666

Aakarsh Chandel +91-9044138886

email : lucknowbookfair@gmail.com,
umeshdhall187@gmail.com

ORGANISED BY



**forceone
BOOKS**

Last Date of Booking for stalls and space : 31 July 2023

Venue: Balrampur Garden Opp. Doordarshan Kendra, Ashok Marg, Lucknow

APPLICATION FOR PARTICIPATION

(to be filled In CAPITAL Letters)	GST No.	Pan No.
Name of the Organization		
Address		
Telephone No		
E-mail	Website	
Contact person	Designation	
Mobile		
Publishing Categories	General & Trade <input type="checkbox"/> Educational Books <input type="checkbox"/> Children Books <input type="checkbox"/> Religious <input type="checkbox"/> Socials <input type="checkbox"/>	
	Government Organisation and Institutions <input type="checkbox"/> Educational Aids/CD's-Toys/Stationery <input type="checkbox"/>	
Language Category	Hindi <input type="checkbox"/> English <input type="checkbox"/> Urdu <input type="checkbox"/> Other <input type="checkbox"/> (Please Specify)	
Name to appear on Fascia		

STALL Hindi & Regional 3 mts. X 3 mts. ₹ 45,000 English 3 mts. X 3 mts. ₹ 55,000

RENT Institutions & Non Book Trade 3 mts. X 3 mts. ₹ 60,000 GST @ 18% extra on all rentals

Octonorm Prefab stall with 1 table, 2 Chairs, Name Fascia, Carpets Sufficient lights & display Racks.
Additional Furniture(Table @₹500/each), Lights, Fans & Security will be charged extra.

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State Bank of India A/c No. : 37024147159 IFSC Code : SBIN0050824 MICR: 226002142
Branch : CP 5/1, Sector-I, Anurag Plaza, Aashiana, Lucknow 226012, India

EARLY BIRD DISCOUNT*
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Before 30 June 2023

GSTIN No. 09AADCF1499A1ZR
PAN No. AADCF1499A

I/We wish to apply for allotment of stalls in the Book Fair & enclosing a DD/ cheque/RTGS/NEFT
No. Dated..... for ₹..... Drawn on
..... in favour of Forceone Advertising & Events Pvt. Ltd. Lucknow, India.

**For Stall Booking Please Call: Manoj S. Chandel: +91 9415080505, Astha Dhall : 9839184746,
Aakarshan Jain : 9999683666, Aakarsh Chandel : 9044138886**

Terms & Conditions :

- Participation in the Book Fair is open to publishers, booksellers, educational institutions, distributors, government & social organisations, manufacturers of teaching aids/CD ROMs, stationery etc. The organisers reserve the right to accept or reject any application for stall booking.
- The organisers reserve the right to alter the dimensions of the stalls without assigning any reason.
- Stall Booking would be done only after receipt of duly filled application form along with 100% advance rent. Stall allotment will be done on FIRST COME FIRST SERVE BASIS.**
- It shall be the responsibility of the participants to remove all exhibits, tools and other materials at the end of the fair and leave the stalls in the same condition in which these were allotted to them.

Sale of Books Sale of books & other related material will be permitted on the following conditions: (i) a maximum discount of 10% shall be allowed on the printed price; (ii) hawking & selling of books/material at specially reduced prices shall be prohibited; (iii) no books or material prohibited by the law in India nor any pirated/duplicate or photocopied shall be exhibited or sold. (iv) Exhibitors are solely responsible for any violation in this regard and the organizer will not be liable for such violation. (v) No encroachment or extension in the passage is allowed.

Insurance It will be the responsibility of the participants to insure their exhibits and stock against break-in, theft and damage by fire, rain, water or any other unspecified reason during the Book Fair The organisers will not bear any responsibility in this regard.

Security While the organisers will make security arrangements, the organisers, are not responsible for the loss or damage to the goods and property of the participants at any time after in Book Fair for any cause whatsoever.

Repeal In the event of a natural disaster or if circumstances so warrant, the organisers reserve the right to postpone, alter or cancel the fair. In case the fair is canceled before the inauguration, rent collected shall be refunded after making the necessary deductions. However no refund will be made if a participant wishes to withdraw from the fair after making a booking.

All matters are subject to jurisdiction in the Lucknow Courts only.

***I/We hereby agree to abide by the terms & conditions of the organisers of Book Fair.**



Mailing Address :

Forceone Advertising & Events Pvt. Ltd.
B-29, Sector-L, L.D.A., Near Khazana Complex
Aashiana, Lucknow - 226012 India
email : lucknowbookfair@gmail.com
umeshdhall187@gmail.com | www.lucknowbookfair.org

Signature with Stamp

Date _____

Last Date of Booking of stalls and space : 31 July 2023