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29th September 2017

BOLOGNA CHILDREN'S BOOK FAIR: 26 – 29 MARCH 2018
PA COLLECTIVE STAND

The 55th edition of the Bologna Children's Book Fair will take place from Monday 26th to Thursday 29th March 2018.

This leading international children's publishing event is exclusively for industry professionals and attracts a large audience including publishers, literary agents/scouts, packagers, librarians, TV/Film producers, animation studios, digital developers and illustrators.

The PA's Collective Stand offers participants a place to display their titles, hold meetings and other shared facilities. Our stand package includes:

- One display panel that is 95 mm wide and is fitted with four removable shelves
- Company name
- Catalogue entry, if the application is received by the deadline
- 1 Copy of the printed fair catalogue
- Exhibitor and car parking passes
- Designated meeting area (1 table and 4 chairs)
- Wi-Fi connection for one PC, Tablet or Smartphone
- A Stand Manager and Stand Assistant who will take messages in your absence
- Complimentary refreshments
- Up to 50 Kgs free shipping, to and from the fair, for consignments delivered to our shipper's warehouse.

We can also arrange the production, transportation and installation of graphic panels, at an additional cost of £269.45 + VAT each.

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This comprehensive package costs:

PA members:

£1,885.00 per panel + VAT plus a service charge/administration fee of £150.00 + VAT
Members can purchase an additional panel for £1,650.00 + VAT.

Non-PA members:

£2,050.00 per panel + VAT, plus a service charge/administration fee of £300.00 + VAT
Non-PA members can purchase an additional panel for £1,815.00 + VAT.

Action

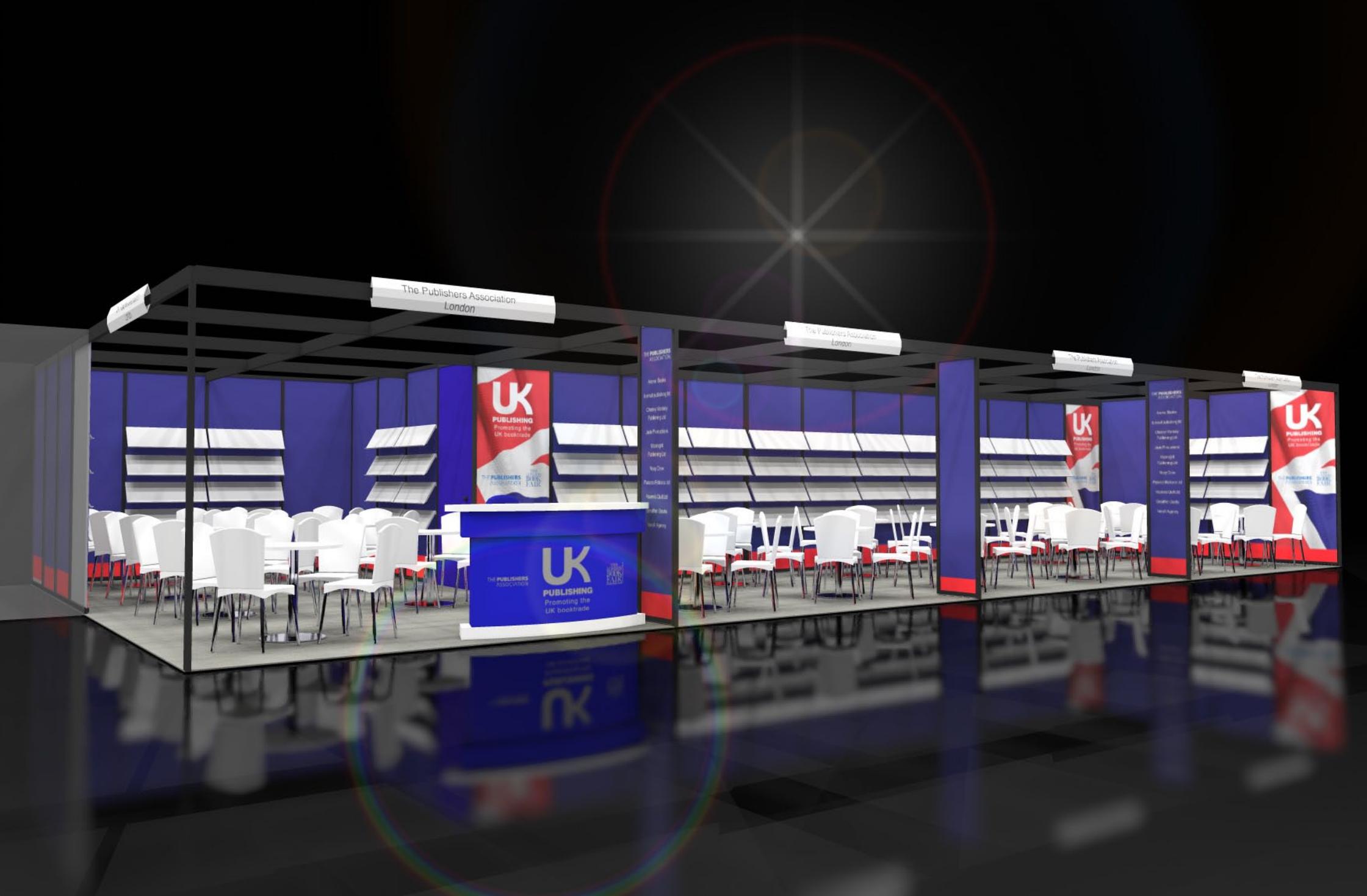
To book your place, please complete and return the booking form as soon as possible as space is limited, but no later than **Friday 17th November 2017**.

If you have any questions, please do not hesitate to contact us. We look forward to hearing from you.

Gloria Bailey
Turnkey Exhibition Services

The Publishers Association, 50 Southwark Street, London SE1 1UN
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The Publishers Association is a company limited by guarantee incorporated in England and Wales.
Registration number: 3282879 Registered Office: 2 Bloomsbury Street, London WC1B 3ST



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THE PUBLISHERS ASSOCIATION
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Sarah Ashling M
Cheryl Viner
Toby Cole
Jack Pritchard
Margot Pritchard
Way One
Patricia Roberts M
Hannah Cole
Catherine Stokes
David Spang

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THE PUBLISHERS ASSOCIATION



TERMS AND CONDITIONS

1. Applications must be submitted to The Publishers Association (PA) by the closing date. **Before completing the application form please read the terms & conditions below.** If you have any questions contact the PA.

By returning the form, it is understood that your company accepts TurnKey Exhibition Services™ Terms & Conditions as well as the Fair organiser's Terms & Conditions. A copy of the latter is available upon request.

The PA's service charge/administration fees does not include the stand rental, and is used to cover the cost of the services we provide. If you wish to cancel your booking, you must inform us as soon as possible in writing. Depending on when you cancel, we will charge a cancellation fee calculated as a percentage of the service charge as follows:

3 months – 50%
2 months – 75%
1 month – 100%

This is **in addition to the Fair organiser's cancellation charge** mentioned in their Terms & Conditions, unless a replacement company can be found to take over the stand booking.

2. Eligibility Criteria & Entitlement

All legitimate companies are eligible to exhibit as part of the group, including members and non-members of the PA. You should note that there can be no guarantee that you will receive a specific site within the group.

The application form enclosed, must be signed by an authorised representative of your organisation and be returned to the PA by the closing date. Export agents are eligible for inclusion in the group, provided the PA is satisfied that they have the appropriate sales franchise for the product concerned. An export agent must apply well before the closing date and provide a signed declaration from its principal(s) confirming that the agent is their accredited representative.

3. Copyrights and Patents

Exhibitors shall not display exhibits or other materials which infringe the patents, copyright or other intellectual property rights of another exhibitor or third party. The PA reserves the right to assist the relevant authorities to take appropriate action against infringers.

4. Unavoidable Adjustments to Space Requirements and Stand Costs

If it becomes clear that the organiser's stand layout and the stand construction requirements necessitate you receiving a larger or smaller area than applied for, an appropriate adjustment to the space and construction costs will be made to reflect the change.

Exhibitors may be liable if for any reason, including unfavourable movements in exchange rates, costs are higher than expected.

5. Pre-Event Preparation, Stand Staffing and Displays

(a) The chances of achieving success at this exhibition can be greatly increased by thorough preparation. The PA will provide you with advice on this, including:

- considering whether you have researched the market sufficiently.
- ensuring that your products are appropriate for the market.
- considering whether the event will attract the right kind of customers in the right numbers.
- considering the need for appropriate advance publicity including mail shots to existing and potential customers.

(b) Your display must be ready by the opening of the event and stands staffed at all times for the duration of the exhibition by personnel conversant with the exhibitors products.

(e) The PA reserves the right to prevent the distribution or display of literature containing serious linguistic errors and items judged to be embarrassing or unacceptable.

6. Organiser's Terms and Local Requirements

You must acquaint yourself and comply with the conditions laid down by the exhibition organisers for the event, with all local technical requirement and safety and other regulations; you should consult the PA who will advise. The PA will not be responsible for any claim arising out of failure to comply.

7. Liability & Insurance

No liability shall attach to the PA or members of its staff for expenditure incurred by you in connection with the event or in respect of any accident, injury, loss or damage of any nature whatsoever arising out of or in any way connected with the display of goods at this event or in any other way whatsoever.

Exhibitors must insure against costs and expenses which they may incur in the event of the exhibition being abandoned, cancelled, postponed or curtailed in whole or in part for causes outside the PA's control, since we accept no responsibility in such an eventuality.

If for any reason the event is cancelled, refunds will only be made if the fair's organisers and stand contractor makes a refund to the PA.

No insurance of any kind in relation to the event will be effected by the PA. Insurance is solely a matter for the individual exhibitor to arrange and should be sufficiently comprehensive to indemnify the PA. The insurance should also cover costs that may be incurred should you withdraw from the group.

8. Bankruptcy or Liquidation

Should an exhibitor being an individual or firm become bankrupt have a Receiving Order made against him or them, or make any arrangements with his or their creditors, or being a limited liability company, go into liquidation (other than a voluntary liquidation for the purpose of amalgamation or reconstruction) or have an administrative receiver appointed, or an administrative order is made against the exhibitor or its assets or the exhibitor enters into any arrangement with its creditors or is unable to pay its debts as they become due the contract with such exhibitor shall terminate forthwith save that all payments to the PA shall be forfeited and the balance shall become due and payable forthwith and such termination shall be without prejudice to any claim of the PA against the exhibitor in respect of any antecedent breach.

9. Penalties

(a) The PA reserve the right to exclude any exhibitor who is in debt to them.

(b) If you withdraw from the group a refund of the amount paid will only be made if we can find a replacement company. If we cannot find a replacement company, the exhibitor must pay the full cost of the stand

(c) If any payments for the event are fourteen days in arrears (whether demanded or not) the PA shall have the right to charge interest on the overdue amounts from fourteen days after the due date, at a rate of 2% above the base lending rate of the National Westminster Bank plc from time to time.

Such interest shall accrue after as well as before any judgement and shall accrue on a daily basis compounded for the overdue period with three monthly rests.

In addition, if the above payments are fourteen days in arrears, the contract may at any time thereafter be terminated forthwith by notice in writing by the PA to the exhibitor. In such event all fees paid shall be forfeited and the balance of the stand rental shall become due and payable forthwith together with any accrued interest.

Such termination shall not prejudice any rights or claims by the PA against the exhibitor in respect of any antecedent breach.

10. Interpretation of Regulations in Translation

In the event of any dispute as to the interpretation of these terms & conditions as a result of their translation into a foreign language, the English version shall be taken as authentic.

11. Disputes

The proper law of the contract shall be English Law and all disputes as to the construction of application of these terms & conditions or the rights and liabilities of any person hereunder shall be determined by English Law.

12. Privacy Policy

By signing the contract to exhibit, the exhibitor is consenting, under all relevant data protection legislation, to the PA communicating with exhibitors by telephone, fax, e-mail and by post and using its personal information for the following purposes, namely: for the PA's internal purposes which will include accounts processing, internal analysis of exhibitors, inviting exhibitors to other events organised by the PA, disclosure of information to contractors who provide services in respect of the exhibition (including but not limited to stand contractors, registration, cleaning and freight forwarders, caterers and electricians).

15th June 2017

Booking Form

55th BOLOGNA CHILDREN'S BOOK FAIR

26 – 29 MARCH 2018

PA COLLECTIVE STAND

Name of Exhibitor: (As you want it to appear on the fascia)

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Address:

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VAT Registration No.:

Tel No: Fax No:

Name of Contact:

Email Address:

The above company wishes to book space on the PA's Collective Stand at the 2018 Bologna Children's Book Fair. We require: (No.) panels

Signed: Date:

Please return this form by **Friday 17th November 2018** to:-

Gloria Bailey
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