THE **PUBLISHERS** ASSOCIATION

TurnKey Exhibition Services

29b Montague Street
London WC1B 5BW
Tel: +44 (0)207 691 9191
Fax: +44 (0)207 691 9199
Email: mail@publishers.org.uk
Website: www.publishers.org.uk

26th October 2011

BOOKEXPO AMERICA, NEW YORK, USA: 4 – 7 JUNE 2012
PA COLLECTIVE STAND

We are organising a collective stand at BookExpo America 2012, and it will be on the main exhibition floor in a central location. The stand will provide a base for companies who do not want to take their own stand; be in the Small Press area on the edge of the exhibition; or in the Rights Centre which is off the main floor.

The PA's collective stand will give publishers the opportunity to be at the heart of the fair at a reduced cost, and the package includes:

- One bookcase with five shelves
- Company name and stem light over bookcase
- Shared meeting area with tables and chairs
- Catalogue entry
- One exhibitor pass
- Access to a secure storage area
- UKTI grant for qualifying companies

The cost is:

PA Members
£1,600.00 plus an administration fee of £150.00 + VAT

Non-PA Members
£1,750.00 plus an administration fee of £200.00 + VAT

PA Guide to International Book Fairs

Exhibitors can also purchase a copy of the *PA Guide to International Book Fair*s. This useful publication covers all you need to know about taking part in a book fair. Sections include Planning your Attendance, Buying and Selling Rights, Sales and Distribution, as well as a number of useful tips.

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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

Tradeshow Access Programme Grants

Details and an application form are available from The Publishers Association.

Action

If you would like to book space on the collective stand, please read the attached terms and conditions before completing the form and return it to us by **Friday 25th November 2011**.

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

Gloria Bailey
Manager
Overseas Trade Fairs

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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 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:

4 months – 25%
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

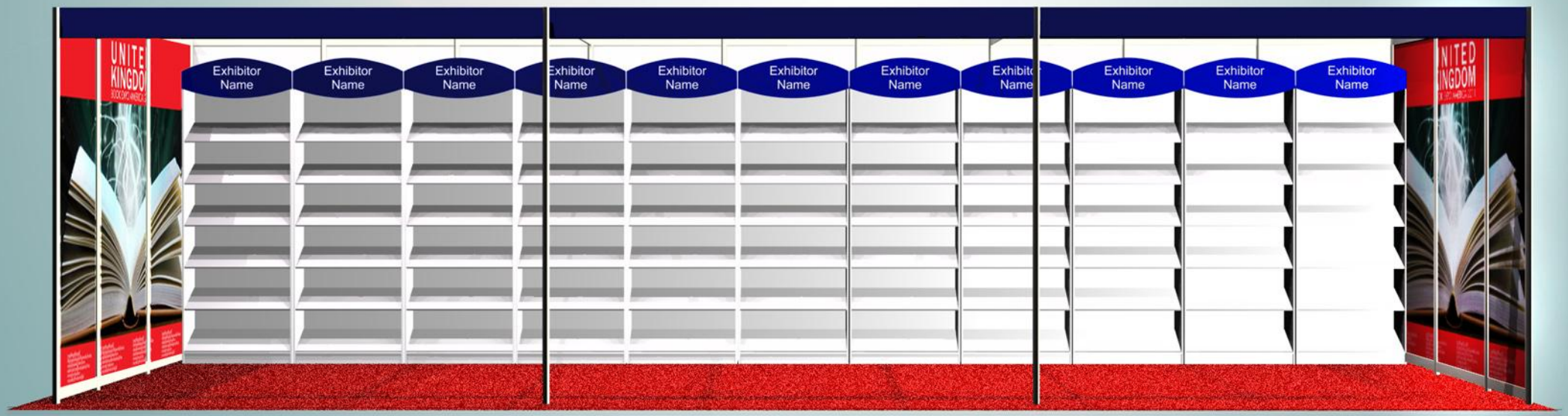
The proper law of the contract shall be English Law and all disputes as to the construction of application of these terms & conditions or the rights and liabilities of any person hereunder shall be determined by English Law.

12. Privacy Policy

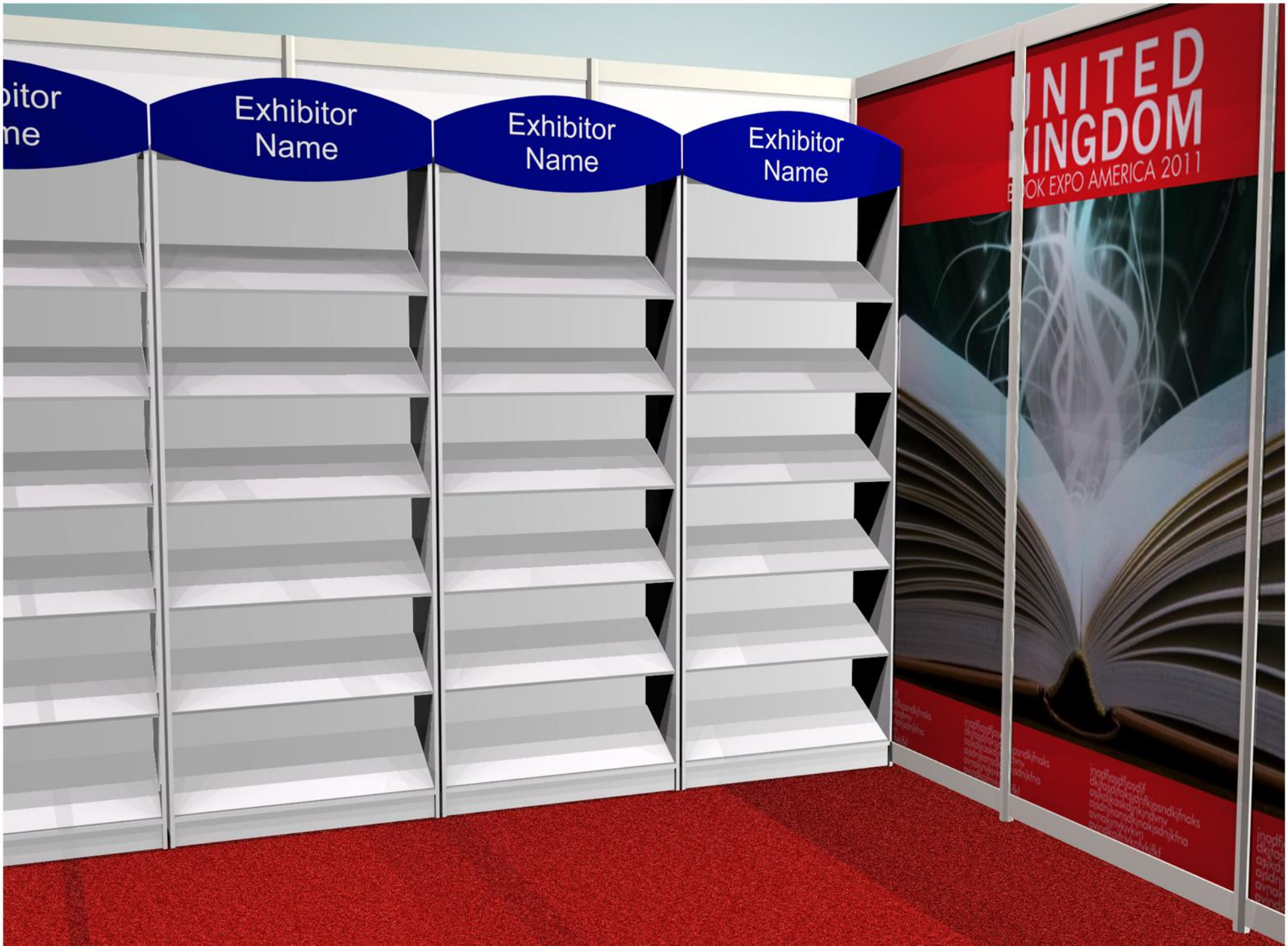
By signing the contract to exhibit, the exhibitor is consenting, under all relevant data protection legislation, to the PA communicating with exhibitors by telephone, fax, e-mail and by post and using its personal information for the following purposes, namely: for the PA's internal purposes which will 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).

20th April 2011

Book Expo AMERICA2012



Book Expo
AMERICA2012



THE PUBLISHERS ASSOCIATION

APPLICATION FOR THE PA COLLECTIVE STAND

AT

BOOKEXPO AMERICA 2012

Company: ……...

Address: ……...……..

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Contact Name: ……..

Tel No.: ……. Fax No.: …….

Email: ……..

☐ We would like to exhibit on the PA's Collective stand at BookExpo America 2012

Signed: ……..... Date: …….

Name in block letters:……..

Please return this form by **Friday 25th November 2011** to:

Gloria Bailey
The Publishers Association
29 B Montague Street
London WC1B 5BW

Fax: 020 7691 9199