



# NATIONAL BOOK FAIR & TRADE FAIR 2018



## **PK Events**

(Unit of Pritam Kulwant  
Events Pvt. Ltd.)

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## **About Organizers**

PK Events (Unit of Pritam Kulwant Events Pvt. Ltd.) is an event organizing company registered under COMPANIES ACT 2013, based out in Gurugram, Haryana. The company CEO Dr. Pritam Kumar is himself an educationist and author, organizing events since 5 years at state level and district level. 3 I's - Integrity, Information and Innovation, are the founding pillars. We work on ideas and events, which can change or can be eventful in any way to bring social welfare to society. This particular event will be going down the lane of history as 1st National Book Fair and Trade Fair which directly impacts educational Institutions/ Institutes/ Companies/ Start-Ups, Educationists, Authors, Students along with Parents around the country at very high scale. History shows that the amalgamation of Books, Knowledge and Mind has the potential to change the world's future in a good way, which certainly outweighs any material consideration.





To

The Institute Head

**Subject: National Book Fair and Trade Fair (NBFTF) 2018**

Dear Sir /Madam,

With reference to the above mentioned subject, I'm pleased to inform you that **PK Events (Unit of Pritam Kulwant Events Pvt. Ltd.)** is organizing Gurugram's 1<sup>st</sup> ever **National Book Fair and Trade Fair (NBFTF) 2018** in Leisure Valley Ground, Sec 29, Gurugram, Haryana.

**OBJECTIVES**

- The **NBFTF 2018** will bring around 6 lakhs+ people majority of which would be students, 500+ schools, 200+ publishers, 75+ stationers, colleges, corporates and educational institutes together on the same platform
- Bringing together diverse mix of famous writers/authors with panel discussion on one stage to express and engage thoughtful debate and dialogue related to their books
- Exclusive access to meet favourite authors and grab their signed books
- Book selling skill is on par or even more complex than writing a good book, competing E-books has already thrown a big challenge for print media, so this is the place where you can conquer the desire for selling and marketing your brand effectively
- Fellow writers create long lasting friendships and book fairs have always enhanced their book campaign network
- Author meet-ups and conversations from different fields of life can inspire a young soul to bring about great changes in real world or to pursue their dreams in more fanatic ways





**Details of the Event are mentioned below**

Location	Leisure Valley, Sec-29, Gurugram
Dates	23 <sup>rd</sup> November to 2 <sup>nd</sup> December 2018
Timings	Daily 10:00 am – 8:00 pm
No' of Halls & Stalls	(I) 10+ Halls – Exhibitor / Schools / Institutes / Companies (II) 100+ Stalls – Vendor partners
Standard size of book stall	3m*3m (10ft*10ft) – Bare Space 3m*3m (10ft*10ft) – Stall Space 3m*2m (10ft*6ft) – Stall Space 2m*2m (6ft*6ft) – Stall Space 1m*1m (3ft*3ft) – Stand Note: Stall size measurements are approximate. * Extra space requirements to be provided on priority bookings
Min. facility with the stall	<ul style="list-style-type: none"> <li>• 2 nos. tables</li> <li>• 2nos.5A power plug</li> <li>• 2nos chair</li> <li>• Appropriate lighting</li> <li>• Maxima fascia (with Publisher's name )</li> </ul>
Rates of Stalls	<ul style="list-style-type: none"> <li>• @Rs. 40000/ + 18% GST per stall (10 Days)</li> <li>• Different stalls Rate Chart available on website <ul style="list-style-type: none"> <li>○ visit: <a href="http://www.nationalbookfair.org">www.nationalbookfair.org</a></li> </ul> </li> </ul>
Last date of Registration	31 <sup>st</sup> October 2018
Lucky Draw of book stalls	By PK Events
Special facilities	<ul style="list-style-type: none"> <li>• Food court</li> <li>• Stalls for beverages and desserts</li> <li>• Children amusement like Rides etc.</li> <li>• One side Ample parking</li> </ul>





### **ATTENDEES**

- *Various Govt. officials would be coming for inauguration*
- *Educationist including curriculum decision makers, teachers and students*
- *Scholars from research institutes, motivational speakers, poets etc*
- *Literary, cultural events will be held on rich heritage of our country*
- *General public with variety of interests and other enthusiasts from all phases of life from young to old are coming*

### **ATTRACTIONS**

- *Inauguration by Honourable Guest/Eminent speakers/invited VIPs*
- *Candle Lighting & Puja Archana*
- *Chief Guest Address*
- *Literature Festival and panel discussion*
- *Authors Interactions*
- *New Book Launches*
- *Daily Schools visits*
- *Direct interaction with Publishers & Schools*
- *Business Lounge for one-to-one meetings*
- *Schools Information Desk & Gallery*
- *Various Competitions/Prizes/Certificates*
- *Daily Lucky Draw*
- *Selfie Photo Booth*
- *Special Discount Vouchers from Publishers*
- *Hunger Zone*
- *Daily surprise gifts*
- *Daily Media Coverage & AIR Broadcast*





## AMENITIES

- *Morning time - Restricted entry only for Schools (10:00 am to 1:00 pm)*
- *Afternoon Time - Family entry & General Public (2:00 pm to 8:00 pm)*
- *Multiple Ticket counters*
- *CCTV 24x7 vigilance*
- *Bouncers*
- *Security Guards Team*
- *Police PCR Jeep - Law & Order*
- *Parking facility*
- *Emergency Exits*
- *Fire safety Truck & Fire safety measures stall wise*
- *First Aid Help Desk*
- *Announcement - Control Room*
- *Hospital Ambulance*
- *Water & Tea arrangements /Canteen*
- *Separate Toilets - Gents/Ladies/Children/Handicap*
- *Transport Team - E-rickshaw shuttle service to metro stations*
- *Cab Booking Desk/ Bike taxi Booking Desk*
- *Housekeeping Team*
- *Porters & Labour Team*
- *Games Play Rides - Optional*
- *Swipe Machine*
- *Dustbins*



### **BENEFITS**

- *Schools from all over Haryana/Delhi-NCR are invited; hence it is a golden opportunity for educational institutes to establish networking with schools.*
- *The footfall expected is 6lakhs+, majority of which would be school/college students, scholars, aspiring candidates and parents, which are the direct target audience for any institute.*
- *This would be the single platform to market your product to B2B and B2C category.*
- *Database collection of student/business enquiries at stalls.*
- *The most important thing that this event is going to be covered at large scale by media partners.*
- *As various competitions are being held, it's a great opportunity for any institute to market themselves as a sponsor.*

*PK Events invites you cordially to participate in the National Book Fair and Trade Fair (NBTF) 2018. We look forward on getting your positive response on this proposal as we strongly believe that any kind educational benefits from such Book fair far outweighs any material consideration.*

*Thanking you!*

*Sincerely,*

**PK Events**

**(Unit of Pritam Kulwant Events Pvt. Ltd.)**