



# AMBALA BOOK FAIR 2019



## **PK Events Pvt. Ltd.**

**(Book Fair Organizers Company)**

**Plot -1, Block-B, Mayfield Garden, Sector-50**

**Opp. Bani Square, Gurugram, Haryana**

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## **About Organizers**

PK Events Pvt. Ltd. (Book Fair Organizers Company) registered under COMPANIES ACT 2013, based out in Gurugram, Haryana. The company CEO Dr. Pritam Kumar is himself an educationist and author, organizing book fair since 5 years at district level, state level and national level. 3 I's - Integrity, Information and Innovation, are the founding pillars. We work on book fair which can change or can be eventful in any way to bring social welfare to society. This particular book fair will be going down the lane of history as 1st Ambala Book 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.



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Gurugram-(122018)**



To

The Principal

**Subject: Ambala Book Fair, 2019**

Dear Sir /Madam,

With reference to the above mentioned subject, I'm pleased to inform you that **PK Events Pvt. Ltd. (Book Fair Organizers Company)** is organizing **Ambala Book Fair, 2019** in Govt. PG College, Ambala Haryana.

**OBJECTIVES**

- The **Ambala Book Fair, 2019** will bring around 2 lakhs+ people, majority of which would be students, 100+ schools, 100+ publishers, colleges 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



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**Details of the Event are mentioned below**

<b>Location</b>	Govt. PG College, Ambala
<b>Dates</b>	04 <sup>th</sup> February to 9 <sup>th</sup> February 2019
<b>Timings</b>	Daily 9:00 am – 4:00 pm
<b>No' of Halls &amp; Stalls</b>	(I) 100+ Stalls – Exhibitor / Schools / Institutes / Vendor partners
<b>Standard size of book stall</b>	3m*3m (10ft*10ft) – Bare Space Note: Stall size measurements are approximate. * Extra space requirements to be provided on priority bookings
<b>Rates of Stalls</b>	<ul style="list-style-type: none"> <li>• @Rs. 10000 per stall (5 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>
<b>Last date of Registration</b>	25 <sup>th</sup> January 2019

**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*

### **AMENITIES**

- *Entry Timings- Restricted entry only (9:00 am to 4:00 pm)*
- *Multiple Ticket counters*
- *CCTV 24x7 vigilance*
- *Security Guards Team*
- *Police PCR Jeep - Law & Order*
- *Parking facility*
- *Emergency Exits*
- *First Aid Help Desk*
- *Announcement - Control Room*
- *Hospital Ambulance*
- *Water & Tea arrangements /Canteen*
- *Separate Toilets - Gents/Ladies/Children/Handicap*
- *Housekeeping Team*
- *Porters & Labour Team*
- *Swipe Machine*
- *Dustbins*



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## **BENEFITS**

- *General public from all over Ambala will come; hence it is a golden opportunity for schools to establish networking and promoting their schools among parents*
- *The footfall expected is 2 lakhs+, majority of which would be school/college students, scholars, aspiring candidates and parents, which are the direct target audience for any school*
- *Your sponsorship comes with some advertisement space on the event banners and mailers.*
- *As a valuable sponsor, your school banner will be showcased during the book fair*
- *You can also suggest your school logo for the advertisement of this book fair*
- *Database collection of student's/business enquiries at stalls*
- *The most important thing that this book fair is going to be covered at large scale by media partners*
- *As various competitions are being held, it's a great opportunity for any school to market themselves*
- *The event provides immense opportunities to market and promote themselves at a national level*

**PK Events Pvt. Ltd. (Book Fair Organizers Company)** invites you cordially to participate in the Ambala Book Fair, 2019. 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 Pvt. Ltd.**

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

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