



Organized by:

**MAJLIS BUKU KEBANGSAAN MALAYSIA**  
 (NATIONAL BOOK COUNCIL OF MALAYSIA)  
 MINISTRY OF EDUCATION,  
 LEVEL 1, BLOCK 2251,  
 BANGUNAN MUSTAPHA KAMAL,  
 JALAN USAHAWAN 1,  
 63000 CYBERJAYA, MALAYSIA.  
 Tel.: +603 8321 7011  
 Fax: +603 8321 7012  
 E-mail: [klibf.malaysia@gmail.com](mailto:klibf.malaysia@gmail.com)

**26<sup>th</sup> May – 4<sup>th</sup> June 2023**  
**WORLD TRADE CENTRE, KUALA LUMPUR, MALAYSIA**

### BOOKING FORM – FOREIGN EXHIBITOR

*Please print or write in capital letters.*

Name of Company/Organisation: .....

Name to appear on booth fascia (In BLOCK LETTERS):

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Contact Person: Mr./Ms..... Designation: .....

Address: .....  
 .....

City: ..... Postcode: ..... Country: .....

Tel.: ..... E-mail: .....

Mobile: ..... Fax: .....

**Nature of Business:**  
 (Tick where applicable)

<input type="checkbox"/> Book Publisher	<input type="checkbox"/> Bookseller	<input type="checkbox"/> Rights Agent
<input type="checkbox"/> Teaching Aids/ Software Developer	<input type="checkbox"/> Book Importer/ Distributor	<input type="checkbox"/> Others (Please specify) .....

**Book Category:**  
 (Tick where applicable)

<input type="checkbox"/> Higher Learning Books	<input type="checkbox"/> Teaching Aids / Educational
<input type="checkbox"/> School Textbooks	<input type="checkbox"/> Novels/ Magazines
<input type="checkbox"/> Children's Books	<input type="checkbox"/> Technology/ Science Books
<input type="checkbox"/> Religious Books	<input type="checkbox"/> Others (Please specify) .....

### Booth Rates For Foreign Exhibitor

	8 Booths Per Room At	Business Hours	Per Booth (USD)	Rate Status	Payment Options
Level 2	<ul style="list-style-type: none"> <li>• Pulau Pinang room</li> <li>• Perlis room</li> <li>• Perak room</li> <li>• Pahang room</li> <li>• Negeri Sembilan room</li> </ul>	10:00a.m.-7:00p.m (Monday to Friday)	1,000.00	Normal rate	payment by 31 <sup>st</sup> March 2023

	Room/Hall	Business Hours	Per Booth (USD)	Rate Status	Payment Options
Level 2	<ul style="list-style-type: none"> <li>• Mawar Room</li> <li>• Tun Hussein Onn Hall</li> </ul>	10:00a.m.-10:00p.m	1,200.00	Early bird rate	Payment by 31 <sup>st</sup> March 2023
Level 4	<ul style="list-style-type: none"> <li>• Tun Razak 4 Hall</li> <li>• Plaza Merdeka Hall</li> <li>• Dewan Merdeka Hall</li> </ul>		1,450.00	Normal rate	Payment from 1 <sup>st</sup> April to 1 <sup>st</sup> May 2023

### Number of booth(s) required:

Category of Applicant	No. of Booth	Rate per Booth	Preferred Hall/ Room	Total (USD)
Foreign Exhibitor				

- a) Booking is opened only from **6<sup>th</sup> to 31<sup>st</sup> January 2023**.
- b) Both the completed registration form and **payment in full must be received by 31<sup>st</sup> March 2023**.
- c) The confirmation of booking is based on "**FIRST COME FIRST SERVE**" basis.
- d) Booking of 10 or more fully paid booths by **31<sup>st</sup> March 2023** is entitled to booth selection.

Payment should be made in favour of: **MAJLIS BUKU KEBANGSAAN MALAYSIA**  
(Public Bank: 3138945012)

I hereby declare that the information given is true, and agree to abide by the General Terms and Conditions stipulated in the Kuala Lumpur International Book Fair 2023 as listed overleaf.

.....  
Signature

.....  
Company Stamp

.....  
Date

Please send the completed registration form and payment in full to the organizer at:

**MAJLIS BUKU KEBANGSAAN MALAYSIA (NATIONAL BOOK COUNCIL OF MALAYSIA)**

Ministry Of Education, Level 1, Block 2251, Bangunan Mustapha Kamal,  
Jalan Usahawan 1, 63000 Cyberjaya, Malaysia.

Contact person:

019-216 2806 (Amran),

017-327 4159 (Nur Arissa),

019-250 5011 (Shahrin),

+603-4042 0066/0099 (Office)

E-mail: [klibf.malaysia@gmail.com](mailto:klibf.malaysia@gmail.com)

**For office use:**

No. of Booth(s) Booked		<b>REMARKS</b>
Date of Application Received		
Cheque No./Bank		
Amount		
Received by		
Invoice No.		
Receipt No.		

# EXHIBITOR'S PROFILE

(COMPULSORY)

(A brief introduction to each exhibitor will be printed in the book fair directory).

Please complete the following details and send the profile via fax to the organizer **+603 8321 7012** or via e-mail to [klibf.malaysia@gmail.com](mailto:klibf.malaysia@gmail.com) by **31<sup>st</sup> January 2023**. Thank you for your kind attention. Your cooperation is greatly appreciated.

*Please print or write in Block Letters*

**Name of Company/Organisation:** .....

**Contact Person:** Mr./Ms.....

**Designation:** .....

**Address:**  
.....  
.....

**City:** ..... **Postcode:**.....

**Country:**.....

**Tel.:** ..... **Mobile:** ..... **Fax:** .....

**E-mail:** ..... **Website:** .....

**Social Media Account:** .....

Company/Organisation Description:

(Please write your company/organisation description in not more than 100 words)

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**Note:** Incomplete submission of Exhibitor's Profile may result in your company/organisation being omitted from the book fair directory. The Organiser accepts no responsibility for inaccurate information printed in the directory.

# **GENERAL TERMS AND CONDITIONS**

The Organiser of the Kuala Lumpur International Book Fair is the National Book Council of Malaysia. The organiser welcomes participation from both local and international companies and government statutory bodies involved in publishing and other book-related industries. All members of the Malaysian Book Exporters and Importers Association (MBEIA), Malaysian Booksellers Association (MBA), Malaysian Book Contractors Association (PKBM), Malaysian Book Publishers Association (MABOPA), Malaysian Scholarly Publication Council (MAPIM), Malaysian Bumiputra Industry Book Association (PIBM), Malaysian Book Industry Chambers (MBIC) shall enjoy membership privileges in terms of special booth rental rates.

## **1. Booth**

### **1.1 Rental & Payment**

Booth rental for each category of participants are shown in the Registration Form. Payment should be made in favour of **MAJLIS BUKU KEBANGSAAN MALAYSIA** and sent to the organizer office together with the completed registration form.

### **1.2 Booth Specifications**

A standard booth covers an area of 3m by 3m and comprises basic lighting, two bookshelves, a table, a chair and a wastepaper basket. Changes to the basic booth structure and design are subject to the Organiser's approval and can only be done by the official contractor. Additional fittings and furnishing, for which there will be separate charges, shall be provided by the official contractor only.

### **1.3 Booth Allocation**

The Organiser shall have the absolute right with regards to the number of booths allocated to each of the exhibitor. The Organiser will allocate booth location to exhibitors by balloting. Applications received after 17<sup>th</sup> FEBRUARY 2023 shall not be balloted.

Both in clusters pre-designated in all halls. Completed forms are to be submitted together with full payment to secure bookings. Registration will be closed once enough applications for each cluster have been filled up.

### **1.4 Cancellation**

Should the Exhibitor decide to cancel participation or reduce the total number of booths once the application has been submitted, the following charges will be deducted from the payment made by the Exhibitor and the rest of the total payment will be refunded within 15 days of cancellation to the Exhibitor.

- **Before 1<sup>st</sup> May 2023: 50% of the total payment will be deducted**
- **After 1<sup>st</sup> May 2023: 100% of the total payment will be deducted**

### **1.5 Vacant Booth**

The Organiser will repossess and sell any vacant booths on the first day in the event of cancellation and withdrawal by the Exhibitors. Booth rental and payment in this case will be forfeited by the Organiser.

### **1.6 Display Set Up and Removal**

Setting up time starts from **2.00 pm** and must be completed by **7.00 pm** on **25<sup>th</sup> May 2023** while removal of exhibits starts from **9.00 am** and must be completed by **1.00 pm** on **5<sup>th</sup> June 2023**.

## 2. Fire Policy

The Organiser shall provide an insurance cover for fire risks on stock in trade only. The insured sum shall **not be more than RM10,000,000.00 (Ringgit Malaysia: Ten Million)** only.

## 3. Opening Hours

The opening hours are as follows:

**Legar Putra, Rooms (Mawar, Kelantan, Johor-Kedah, Pulau Pinang, Perlis and Perak) Tun Hussein Onn Hall, Tun Dr Ismail Hall, Tun Razak Hall 3, Tun Razak Hall 4 and Plaza Merdeka:**

**- 10.00 am to 10.00 pm**

The exhibitors must ensure that their booths shall remain open during opening hours.

## 4. Company Name on the Exhibition Booth and Exhibition Directory

Exhibitors' company names as stated in the application will be printed on booth fascia's and exhibition guide map. The name that shown on the booth fascia/decoration (for custom built stands) and the exhibition directory must be the same. Exhibitors who wish instead to show a brand/publication name or group company name on their booth fascia/decoration and exhibition directory instead of their company name, **MUST** first request and obtain prior approval from the Organizer by providing the relevant documentation, to prove that the exhibitor's company is the brand/publication owner or is appropriately licensed thereby, or is a member of the same group of companies as the exhibitor, at least 3 months before the commencement of the Exhibition. The Organizer reserves the right **NOT** to accept any exhibitors' request if the documents submitted cannot, in the Organizer's absolute discretion, substantiate the brand/publication ownership or licensee/group company relationship. No display of brands/publication names or other company names on booth fascia's/decorations is permitted save where the exhibitor has complied with this paragraph, and the Organizer reserves the right to request exhibitors to change their booth fascia/design or amend the booth decoration in case of non-compliance.

## 5. Sub-letting

Exhibitors are **strictly forbidden to sublet or otherwise share the space to or with any third party**. Any exhibitor found to be in breach of this sub-letting prohibition will be asked to immediately remove all illegitimate third party business cards, materials and exhibits (promotional or otherwise) from its space at its own expenses and will also be banned from taking part in all the KLIFB fairs.

An exhibitor may also (i) promote, distribute or display exhibits, printed matters or graphic materials bearing the name of its wholly-owned subsidiary or any third party company having a formal agreement with itself appointing the exhibitor as agent or distributor of that third party company or (ii) allow the employee of such subsidiary or third party company to solicit business for such subsidiary or third party company at its Space. Exhibitors are reminded to obtain prior written permission from the Organizer by applying in writing at least 3 months before the commencement of the Exhibition if exhibitors wish to conduct the said activities for the subsidiary or any such third party company. Exhibitors are required to provide some form of documentation confirming the relationship between the exhibitors and the relevant subsidiary or third party company when submitting your application.

## **6. Guidelines for the Fair Exhibits**

### **6.1 Display/Selling Items**

Acceptable exhibits should be books, multimedia products relating to literary works and audio-visual publishing (such as educational software, electronic dictionary, audio-visual learning aids, digital publishing, electronic books, music/film recordings, etc.) and stationery. At least 60% of the display area of each booth must be occupied by exhibits relating to the relevant product section where the booth is located. Exhibitors can only display/sell books, periodicals or magazines at the racks. All non-books items such as multimedia products, arts & craft, stationery, non-printed learning aids, etc. should be separately located in the relevant product sections.

The following products are prohibited from being at the KLIBF:

- offensive and dangerous articles
- obscene and indecent articles
- products that are in the Organizer's view irrelevant to the exhibit profile of the KLIBF (e.g. clothing & accessories, food and beverages, household appliances, cosmetics, umbrellas, toys, electronic games consumer electronic products other than e-book readers or electronic translators and audio equipment)
- products that are in the Organizer's view incompatible with the image of the KLIBF

If any exhibitor would like to distribute/sell some souvenirs and gift items in promoting the main exhibits, such products should not exceed 10% of the booth area. The list of souvenirs and gift items should be submitted to the Organizer at least one month prior to the opening of the Fair for approval and may only be exhibited after approval thereof.

### **Unsuitable Publications**

The Exhibitor shall ensure that titles and exhibits prohibited by Malaysian laws are not displayed to the public. The Exhibitor shall indemnify the Organizer against all expenses incurred in the removal of the said exhibits. The exhibitor shall further indemnify the Organizer against all claims for compensation by the aggrieved party.

### **6.2 Security and Safety**

The Organizer shall reserve the right to limit any constructions or demonstrations that pose as potential safety hazards. Inflammable materials are strictly prohibited in the hall.

### **6.3 Cleanliness**

Exhibitors are fully responsible for keeping their booths clean during the fair. Exhibitors are only allowed to litter the unwanted things/garbage at the garbage disposal area.

### **6.4 Exhibitor's Pass**

Exhibitors must wear the Exhibitor's Pass to enter the venue for the setting up, removal of booths and exhibition period of the Fair. For general safety, exhibitors should give the passes to their working staff only.

During the exhibition period of the Fair, if any exhibit does not meet with the above requirements, the Organizer reserves the right to stop the exhibitor from displaying/showing/selling and/or distributing the relevant products at the Fair. The Organizer also reserves the right to terminate the exhibitor's participation immediately without any compensation.

## **7. Special Provision**

The Organiser reserves the right to amend and make changes when deemed necessary.

## **8. Disclaimer**

The Organiser shall not be liable to any claims for compensation by the Exhibitors in the event the Fair is suspended or cancelled due to floods, fire, power failures, riots, order from the Government or any disruptions beyond the control of the Organiser.

## **9. Publicity/Promotional Events**

9.1 If an exhibitor would like to organize publicity/promotional events within their own booths which might easily attract crowds, separate written application must be submitted to the Organizer at least 1 month prior to the commencement of the KLIFB. Full particulars of the proposed event (including the nature of the event, participants' name and details of the activity, etc.) must be included in the written application. The Organizer reserves the right to turn down the application, or require the exhibitor to change the proposed event and make a fresh application, the proposed event to be carried out is not in line with the image of KLIFB, may raise public safety problems (e.g. crowd control issues), or is not suitable to be held during the exhibition period of KLIFB.

Where the exhibitor intends to hold in the booth or in the public area any donation campaigns or other events required to be held with a license, the exhibitor must obtain the necessary license from the relevant government body prior to exhibition at the KLIFB. The Organizer has the right to turn down any application for events not so licensed. Any such unlicensed events cannot be held at the KLIFB. The Organizer has the right to immediately terminate such event that comes to its attention.

9.2 Exhibitors also need to provide sufficient staff to maintain order at the venue. If the publicity/promotional events carried out by an exhibitor attracts a crowd and/or affects traffic of people/order at the venue or the normal operation of other exhibitors nearby, the Organizer has the right to immediately re-locate such publicity/promotional events to an appropriate location or immediately terminate the relevant event. The Organizer reserves the right to, at any time, ban any event undertaken without prior written approval or which contravenes the Terms and Conditions or any terms and conditions imposed by the Organizer from time to time.

9.3 Publicity Materials of any Exhibitor may only be distributed from the Exhibitor's own booth. No advertising, demonstration such as mascot, 'sandwich man' or canvassing for business may be carried out anywhere else within the Exhibition Venue. No exhibits or advertising signs shall be placed outside the confines of the Exhibitor's booth.

9.4 The Exhibitor shall not hang on any promotional materials such as buntings, or otherwise adhere to the fascia boards and the PWTC walls any stickers, posters, hangers or other materials.

9.5 Gas-filled balloons shall not be permitted at the Exhibition Venue under any circumstances.

9.6 All audio-visual equipment must generate a noise level which does not cause any annoyance or inconvenience to other Exhibitors or visitors.

9.7 Public announcement system (P.A System) is prohibited at all Exhibitors' booth area.



9.8 Work of any kind carried out at the Exhibition Venue must conform to the current local laws and regulations in force in Malaysia and those specified by the Organizer. This applies to the Exhibitor, its agents, contractors and subcontractors. All of the Exhibitors' staff /workers should have valid identification certificate or valid visa for foreign workers. The Organizer reserves the right to stop any work which contravenes with any of these laws and regulations and the Exhibitor shall have no claim against the Organizer or its agents for any losses or damages relating thereto.

If an exhibitor fails to comply with the above rules or the directions of the Organizer, the Organizer reserves the right to penalize such exhibitor, including but not limited to by delaying such exhibitor's turn in selecting a stand for the KLIFB in the following year, or to cancel its entitlement to exhibit in future at the KLIFB.

For **NATIONAL BOOK COUNCIL OF MALAYSIA** for .....  
(COMPANY NAME/COMPANY STAMP)

Signature

Name:  
Date:

Signature

Name:  
Date: