



### 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 2024

	Room/Hall	Business Hours	Per Booth (USD)	Rate Status	Payment Options
Level 2	• Tun Dr. Ismail Hall	10:00a.m.-10:00p.m	1,200.00	Early bird rate	Payment before 15 <sup>th</sup> January 2024
			1,450.00	Normal rate	Payment Between 16 <sup>th</sup> Jan to 31 <sup>st</sup> March 2024

### 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 **15<sup>th</sup> December to 31<sup>st</sup> March 2024**.
- b) For Early Birds, Both the completed registration form and **payment in full must be received by 15<sup>th</sup> January 2024**. All other bookings must be paid in full before **31<sup>st</sup> March 2024**.
- 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 2024** 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 2024 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),**

**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 2024**. 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 (“**KLIBF**”) 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. The Registration Forms must be sent to the Organiser by the due date and payment should be made in favour of **MAJLIS BUKU KEBANGSAAN MALAYSIA**.

### **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. Any 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 regard to the number of booths allocated to each of the Exhibitor. Except otherwise stated earlier above, the Organiser will allocate booth location to Exhibitors by balloting. Applications received after 31st JANUARY 2024 shall not be balloted.

Booths are in clusters which are pre-designated in all halls. Registration will be closed once enough applications for each cluster have been filled up. Completed forms are to be submitted to the Organiser by 31st January 2024 and payment made in full within the due date.

### **1.4 Cancellation**

In the event of any Exhibitors decides to cancel participation or reduce the total number of booths once the application has been submitted, the following charges shall be deducted from the payment made by the Exhibitor and the balance of the total payment will be refunded to the Exhibitor within 15 days of such cancellation;

- **Before 1<sup>st</sup> May 2024: 50% of the total payment shall be deducted**
- **After 1<sup>st</sup> May 2024: 100% of the total payment shall be deducted**

### **1.5 Vacant Booth**

The Organiser shall repossess and resell any vacant booths on the first day of the KLIBF in the event of any cancellation and withdrawal by Exhibitors. In such case, the booth rental and payment already made by Exhibitor shall 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 the **23<sup>rd</sup> May 2024** while removal of exhibits starts from **9.00 am** and must be completed by **1.00 pm** on the **3<sup>rd</sup> June 2024**.

## 2. Fire Policy

The Organiser shall provide an insurance cover for fire risks on stock in trade only for the whole event. 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 Dewan  
Merdeka:**

**- 10.00 am to 10.00 pm**

The Exhibitors must ensure that their booths shall remain open during the 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 is shown on the booth fascia/decoration (for custom-built stands) and the exhibition directory must be the same. Exhibitors who wish 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 Organiser by providing the relevant documentation, to prove that the Exhibitor's company is the brand/publication owner or is appropriately licensed thereof, or is a member of the same group of companies as the Exhibitor, at least three (3) months before the opening of KLIFB. The Organiser reserves the right **NOT** to accept any Exhibitors' request if the documents submitted cannot, in the Organiser'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 Organiser reserves the right to request Exhibitors to change their booth fascia/design or modify 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 shall also be banned from taking part in all the KLIFB events.

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 allotted space. Exhibitors are reminded to obtain prior written permission from the Organiser by applying in writing at least three (3) months before the opening of KLIFB 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 documentary proof confirming the relationship between the Exhibitors and the relevant subsidiary or third party company when submitting the 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 Organiser'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 Organiser'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 Organiser at least one (1) month prior to the opening of the KLIBF for approval and may only be exhibited upon approval thereof.

### **Unsuitable Publications**

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

### **6.2 Security and Safety**

The Organiser shall reserve the right to limit any constructions or demonstrations or activities that pose as potential safety hazards within the KLIBF area. All inflammable materials are strictly prohibited in the hall and/or the KLIBF area.

### **6.3 Cleanliness**

Exhibitors are fully responsible for keeping their booths clean during the KLIBF. Exhibitors must dispose-off all litter at the garbage disposal area.

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

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

During the KLIBF, if any exhibit does not meet with the requirements set-out by the Organiser, the Organiser reserves the right to stop the Exhibitor from displaying/showing/selling and/or distributing the relevant products at the KLIBF. The Organiser also reserves the right to terminate the Exhibitor's participation forthwith without any compensation.

## **7. Special Provision**

The Organiser reserves the right to amend and make changes to the terms, conditions, rules, regulations and requirements when deemed necessary.

## **8. Disclaimer/Force Majeure**

The Organiser shall not be liable to any claims for compensation by the Exhibitors in the event the KLIBF 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 wish to organize publicity/promotional events within their own booths to attract crowds, separate written application must be submitted to the Organizer at least one (1) month prior to the opening of the KLIBF. 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 Organiser, at its sole discretion, may reject the application, or require the Exhibitor to make changes to the proposed event and make a fresh application. The Exhibitor must ensure that the proposed event to be carried out is in line with the image of KLIBF and NOT raise public safety problems (e.g. crowd control issues) and/or which is deemed not suitable to be held during the KLIBF.

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/permit, the Exhibitor must obtain the necessary license from the relevant government body prior to the opening of KLIBF. The Organiser has the right to turn down any application for events not so licensed or without a permit. Any such unlicensed events cannot be held at the KLIBF and the Organiser has the absolute right to immediately terminate such event that comes to its attention.

9.2 Exhibitors must 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 Organiser has the right to re-locate such publicity/promotional events to an appropriate location or forthwith terminate the particular event. The Organiser reserves the right to, at any time, prohibit/cur/ ban any even undertaken without prior written approval or which contravenes the terms and conditions herein or any terms and conditions imposed by the Organiser from time to time.

9.3 Publicity materials of any Exhibitor may only be distributed from the Exhibitor's own booth. No advertising, publicity stunts or demonstrations such as mascot, 'sandwich man' or canvassing for business may be carried out anywhere else within the KLIBF without the Organiser's written approval. No exhibits or advertising signs shall be placed outside the confines of the Exhibitor's booth.

9.4 The Exhibitor shall NOT put/display/hang any promotional materials such as buntings stickers, posters, hangers etc. at KLIBF area and/or the event venue/building.

9.5 Gas-filled balloons shall not be permitted at the KLIBF 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 KLIBF must conform to the requisite local laws and regulations currently in force in Malaysia and those specified by the Organiser. 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 Organiser 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 Organiser or its agents for any losses or damages relating thereto.

If any Exhibitors fails to comply with the above terms, conditions, rules, regulaions or the directions of the Organiser, the Organiser reserves the right to penalise the Exhibitor, including but not limited to, terminating its participation forthwith and banning its future participation in KLIBF.

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

Signature

Name:  
Date:

Signature

Name:  
Date: