

CAPE TOWN BOOK FAIR

30 JULY 2010 - 2 AUGUST 2010

Cape Town, September 2009

Dear Exhibitors,

We are delighted to present to you the registration forms for the 5th Cape Town Book Fair which will be staged from 30 July to 2 August 2010, just after the FIFA World Cup. 2010 will be a most exciting year for the country and also for the Cape Town Book Fair. We will have many new things on offer which includes a professional Trade day on 30 July 2010, a day exclusively reserved for publishers and trade visitors as well as institutional buyers. All publishers are encouraged to promote their exhibited titles, published from 2008 onwards, on our website.

On the trade day we will arrange 'matchmakings', a process whereby we introduce interested parties to each other. Together with one of our partners, the Goethe Institute, we will continue our efforts to ensure that more publishers from other African countries will exhibit at the Cape Town Book Fair while greater efforts are underway to find more resonance for the CTBF in other parts of Africa.

We intend to improve and enhance the Business Lounge, first staged in 2008, and will also focus more strongly on rights trading. This increased focus on the trade element of the fair, will not detract from the efforts to continue to attract the South African public. We seek to enhance the well established Kids Zone, the DALRO Forum and present the many more, extremely successful discussions, events and seminars staged at the fair. We plan to enhance our efforts to work more closely with libraries, NGOs and other institutions in as many different communities as possible.

We are sure that the new focuses of CTBF 2010 will attract more international exhibitors, trade visitors as well as more visitors from other parts of South Africa.

Register with us NOW and take advantage of the 2,5% Early Bird Discount!

Should you wish to register online, you are welcome to do that at www.capetownbookfair.co.za

We look forward to welcoming you to Cape Town in 2010!

Claudia Kaiser
Interim Managing Director, Cape Town Book Fair

CAPE TOWN BOOK FAIR (PTY) LTD

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Cape Town, South Africa
Website: www.capetownbookfair.com

Phone: +27 (0)21 418 5493
Fax: +27 (0)21 418 5949
E-Mail: info@capetownbookfair.co.za

BANK: First National Bank, Long Street/Cape Town
Branch Code: 201709, Account Number: 6207-832-9630
Swift Code: FIRNZAJ461

Company registration number: 2004/032247/07

Cape Town Book Fair Company Directors: J Boos (Germany), M Bartel (Germany), Nhlanhla Ngubane, DH Schroeder, S Johnson

INFORMATION FOR YOUR REGISTRATION

CAPE TOWN BOOK FAIR

Carpet

If you order a shell scheme stand at the Cape Town Book Fair, your stand is automatically fitted with grey carpeting. Should you require another type of carpet, you must order this and arrange to have it fitted. We regret that no reimbursement can be made for our standard carpeting should you choose to use other carpeting material.

Catalogue entry

The catalogue entry you have submitted with your stand registration will be used for the Cape Town Book Fair printed and online Catalogue at www.capetownbookfair.com. You can make changes, notify us by e-mail, fax or post – but please always in writing. **The deadline for the print version of the Catalogue is 9 April 2010.** Changes received after this date will be incorporated in our online catalogue database.

Closed stand walls

In the interest of publishing companies on the opposite facing side, it is not permitted to have a predominantly closed-in wall if a stand is 4 m wide or more. At least 50 per cent of the aisle-facing wall must be kept open. If you are in any doubt, please send us a plan of your stand layout.

Co-exhibitors

Anyone who does not wish to rent a stand of their own, can attend as a co-exhibitor on the stand of another company. In this case, we need a separate registration for the relevant company. Payment of the flat-fee for co-exhibitors (see Price List) entitles the co-exhibitor to their own stand sign, their own catalogue entry and an exhibitor pass.

Company profile

You can promote your company with a brief profile of no more than 250 characters including spaces in length, which will also be included in the printed and online catalogue.

Corner stand, peninsula stand, island stand

Corner stands are those with sides opening onto one lengthwise and one side aisle. A peninsula stand has three sides facing onto three aisles and is only available for stands of 16 sq m or more. A block or island stand is a stand of 100 sq m or more, with four aisles running alongside the four open sides of the stand. If you want one of these special stand types, please note your request on your registration form. These

stand types are subject to an extra charge (see Price List). Although we will try to meet your request, we are unfortunately unable to guarantee the allocation of a corner, peninsula or island stand.

Electricity supply ...

... is included in the stand rental fee. This refers specifically to the use of the 2 kW power point included on the stand. Additional kW supply with the installation of connections must be ordered and will be charged separately for this supply and work.

Invoices

Following receipt of your registration and our internal processing, we send you confirmation of your application and an initial invoice for 50 % of the stand rental fee. The initial invoice will be raised on 01 February and the payment terms are 15 days. Late payment is subject to an interest charge of 13% pa. Upon conclusion of the stand allocation process, you then receive your official stand confirmation, stand number and the final invoice will be raised on 01 April. Please note that there will be a charge for all changes made to your stand type after completion of allocation. Registration after 15 March will be invoiced in full immediately.

Keyword listing

The keyword listing is part of registration and is a voluntary entry. But we do recommend as detailed an entry as possible, since this information is relevant for the search engine of the online Cape Town Book Fair Catalogue.

Registration Form

The registration form is in three parts. Your registration is only valid if you have completed the original in full, signed and returned it to us.

Registration deadline ...

... is 31 January 2010.

Reservations

The nearer we are to the Fair, the fewer available spaces still remain. Please note that once the stand allocation process has been completed, we only grant reservation of a free space for a specific period of which we will notify you in advance. If we do not receive your official registration within that period, we are entitled to allocate the space to another applicant without prior warning

– even if you have given us a verbal or written undertaking!

Shell scheme stands

For information on the shell scheme stands of the Cape Town Book Fair please see "Information on your stand and prices 2010" (pgs 13-16 of this booklet). The use of the Cape Town Book Fair's shell scheme stands is optional and included in the basic stand rental fee. When renting the empty floor space for custom-designed stands, no reduction of the stand rental fee can be given.

Stand design

Detailed information on the Cape Town Book Fair's shell scheme is provided in the enclosed brochure »Information on your stand and prices 2010«.

Standard furnishings

We suggest our offer of furniture sets with the following items: chairs, table and wastepaper baskets. The exact details are shown in the leaflet »Information on your stand and prices 2010«. Please note that for our planning purposes, your order must be submitted without fail by 9 April 2010. No guarantee can be given for delivery on orders received any later. Rental charges are shown in the Price List.

Stand heights

The usual height is 2.50 m. Official authorisation is always required for stands exceeding this and must be requested informally again every year. In all cases, detailed plans (floor plan, cross-section and views) showing the exact measurements must be submitted to us by 9 April 2010 at the latest. The »Technical Regulations« that are part of the Terms & Conditions of Participation apply.

Stand location

We make every effort to take into account as far as possible your wishes for a specific position or for certain neighbouring stands. In the case of requests for stand vicinity, please enter the name of the requested neighbouring company on your registration form or on a separate sheet with a layout plan. As these requests are sometimes contradictory, you are asked to coordinate amongst yourselves in advance and to include a copy of the joint stand location request with the registrations of all

those concerned. Please appreciate that it is not always possible to comply with all location requests – nor can we give any fundamental guarantee of a specific stand location. In the event of more far-reaching changes, we do try to inform you in advance, in the case of smaller shifts (e.g. within a aisle), this is unfortunately impossible.

Stand sign

If you have rented one of the Cape Town Book Fair's shell scheme stands, this will automatically include a standard size nameplate. The stand nameplate shows the company name as given for your catalogue entry (e.g. Wyeth Rodin).

Dates Cape Town Book Fair:

30 July - 2 August 2010

Address for postal items:

Cape Town Book Fair
P.O. Box 51498
Waterfront, 8002
Cape Town
South Africa

Address for courier services:

Cape Town Book Fair
Unit 212, 1st Floor
Victoria Foundry
Prestwich Street
Green Point, 8001
Cape Town
South Africa

This price list is part of the Terms & Conditions of Participation. The following prices are binding and subject to 14% VAT. All square metre prices are inclusive of a shell scheme stand, electricity supply (1 socket), a certain amount of spotlights, carpet and a stand sign.

The stand may also be rented without shell scheme stand (= space only).

Shell Scheme (1 side open onto a aisle)	ZAR	2 650	per sq m
Space only	ZAR	2 345	per sq m
Small Publishers Pavillion Package (1.5m x 1.5m)	ZAR	6 435	
Corner stand surcharge	ZAR	2 335	
Peninsula stand surcharge	ZAR	4 665	
Island stand surcharge	ZAR	6 995	
Co-exhibitor's fee	ZAR	1 075	
Storage room (1m x 2m) with door	ZAR	1 765	
Storage room (2m x 2m) with door	ZAR	2 107	
Furniture set 1; 3 x H01 Office Chairs, 1 x H45 Coffee Table, 1 x H77 waste paper Bin	ZAR	875	
Furniture set 2; 4 x H01 Office Chairs, 1 x H45 Coffee Table, 1 x H77 waste paper Bin	ZAR	1 065	
Furniture set 3; 7 x H01 Office Chairs, 2 x H45 Coffee Table, 2 x H77 waste paper Bin	ZAR	1935	
Furniture set 4; 8 x H01 Office Chairs, 2 x H45 Coffee Table, 2 x H77 waste paper Bin	ZAR	2 118	
Furniture set 5; 10 x H01 Office Chairs, 2 x H45 Coffee Table, 2 x H77 waste paper Bin	ZAR	2 735	
Inclusion of Company Logo in Exhibitors Catalogue	ZAR	400	
Catalogue Advertising Costs (Ex VAT)			
<i>Full page</i>	ZAR	R 6 490	
<i>Inside Front Cover</i>	ZAR	R 8 910	
<i>Inside Back Cover</i>	ZAR	R 8 910	
<i>Centre Spread (Double Page)</i>	ZAR	R 16 500	

Application Deadline: 31 January 2010

Early Bird Registration Discount 2.5%. Deadline: 31 December 2009

The Cape Town Book Fair exhibits products of the book and media trade from all over the world and particularly South Africa. It showcases the world of books and serves to promote the sale of books and rights within the international book trade. It is organised and presented by the Cape Town Book Fair Pty Ltd., Unit 212, 1st Floor, Victoria Foundry, Prestwich Street, Green Point, 8001, Cape Town, P.O. Box 51498, Waterfront, 8002, Cape Town, South Africa („the Organiser“). The Cape Town Book Fair is a joint venture of the Publishers' Association of South Africa and the Frankfurt Book Fair.

These terms and conditions apply to all applications made by prospective exhibitors, and form part of the stand rental contract upon the Organiser's acceptance of the application. By submitting an application to the Organiser, the prospective exhibitor agrees to be bound by the provisions contained herein.

1. Duration

1.1 The Cape Town Book Fair 2010 („the Fair“) is scheduled for Friday 30 July to Monday 2 August. Times of opening are the following: Friday, Saturday and Sunday: 10.00 to 18.00. Monday: 10.00 to 16.00. Friday 30 July will be a dedicated Trade day. The general public is admitted to the fair on Saturday, Sunday and Monday. Exhibitors are admitted to the exhibition site as from 8.00 and can remain in the halls until 19.00.

1.2 The Organiser may postpone the Fair for good cause, change its duration and times of opening, exclude the general public, cancel the Fair entirely or close it earlier than scheduled. Irrespective of all or any such changes, contracts with the exhibitors remain in effect in their entirety and the Organiser's claim to stand rental fees remains valid.

2. Exhibitors

2.1 All national and international publishing companies may exhibit at the Fair, in addition, countries may organise collective national exhibitions. The producers of newspapers and periodicals, of educational material, audio-visual products and computer goods are also considered as publishing companies. Book clubs, wholesale booksellers, literary agents, printers, service providers to the book trade and related organisations may also rent stands. Special authorisations may be granted upon request.

2.2 Any exhibitors whose right to use its name and/or trade mark is disputed, may exhibit provided that they can demonstrate their right to use the name and/or trade mark by order of a court of law of the Republic of South Africa or if the use of said name and/or trade mark at the Fair has been authorised in writing. This shall also apply to book trade exhibits included as part of collective national presentations.

2.3 Each company is allocated one stand module only. Subsidiaries of a publishing company may be allocated separate stands.

2.4 Applicants may be excluded from the

Cape Town Book Fair if they are the subject of bankruptcy or insolvency proceedings before any court of law. If any such proceedings are initiated following registration for the Fair, the Organiser is to be informed without delay. Stand rental fees which have already been paid to the Organiser will be restored to the Exhibitor and the contract with the Organiser will be cancelled.

3. Exhibits

3.1 Only products of the book and media trade may be exhibited at the Cape Town Book Fair.

3.2 The Organiser does not apply any form of censorship, but is subject to the censorship laws of the Republic of South Africa.

3.3 It is not permitted to exhibit any works which have been banned from production, distribution or import by a court of law in the Republic of South Africa, or similarly in a court of law abroad, if this judgement has been declared enforceable in a court of law in the Republic of South Africa. The Organiser reserves the right to remove titles which are prohibited by the law of the Republic of South Africa.

3.4 It is not permitted to promote or advertise any such items that are excluded from the Fair.

3.5 Publications that have been officially indexed as liable to corrupt the young must not be accessible to juveniles.

3.6 Publishing companies may only exhibit and promote their own products on their stands.

4. Contracts and stand allocation

4.1 Registrations to participate must be made in writing using the form supplied by the Organiser („Registration for the Cape Town Book Fair 2010“). The completed form must be returned to the Organiser by 31 January 2010 („Deadline“) at the latest.

4.2 Provisional written applications that may be linked to reservation requests are invalid if a formal registration using the Organiser's official forms is not submitted by the stated deadline.

4.3 Alterations or provisos made by the Exhibitor

on the registration forms, on these terms and conditions, or in connection with the same are null and void and will be disregarded.

4.4 Several Exhibitors may share a stand. Each Exhibitor must complete a separate registration form. Registrations must be submitted together and meet the deadline (see 4.1). The stand rental fee must be paid by a single Exhibitor (main exhibitor). Each additional co-exhibitor will be charged a co-exhibitor's fee (see Price List).

4.5 A 4 sq m shell scheme stand has two side walls. If another 4 sq m shell scheme stand is neighbouring and the two exhibitors do not wish to have a partition between their stands, the side wall can be removed on request.

4.6 Registration is legally binding for the Exhibitor. The stand rental contract („Contract“) comes into force upon receipt of the final invoice and stand confirmation that will be sent to the Exhibitor. If the Organiser is unable to allocate a stand to the Exhibitor due to lack of exhibition space, the Organiser will reimburse the payment on account that has already been made (see 10.2). Before the Contract comes into force, registration may be cancelled by letter, whereby a cancellation fee amounting to 10 % of the stand rental fee (plus VAT) will be charged (see 9.3).

4.7 Conclusion of the Contract does not entitle the Exhibitor to a specific position, although the Exhibitor's wishes in terms of position, neighbouring stands and size will be taken into account wherever possible.

4.8 The Organiser takes no responsibility for the costs of modifications to a stand incurred in the course of any reallocation caused by overall regrouping.

4.9 The Organiser is entitled to reduce, but not to increase, the requested stand size, in which case the rental fee will be reduced accordingly. To ensure a balanced distribution of stands with regard to subject themes as well as technical factors the Organiser reserves the right to implement changes in stand location and size, as well as changes to requested corner, peninsula or islands stands. Whilst the Exhibitor may express requests of this nature

(see 4.6), the Organiser is under no obligation to comply, nor is the Contract rescinded as a result.

4.10 The exchange of stands between registered exhibitors requires the prior consent of the Organiser in writing.

5. Catalogue

Every Exhibitor will be included in the catalogue when registering before the deadline. Official editorial deadline of the catalogue/print edition is 9 April 2010. Catalogue entry is obligatory. Inclusion in the catalogue/print edition automatically implies inclusion in the online catalogue („Cape Town Catalogue“) which will be online for the entire year. The Organiser accepts no responsibility for the completeness and correctness of catalogue entries.

6. Stand fittings

6.1 Stand fittings and furnishings are subject to the attached „Technical Regulations“. In the event of failure to comply, the Organiser is entitled to order alterations at the Exhibitor's expense.

6.2 Excess stand height is permitted up to a maximum of 4 m. Official authorisation is always required for a stand height in excess of 2.50 m. The „Technical Regulations“ apply.

6.3 Corner, peninsula and island stands are subject to an additional fee per corner (see price list).

7. Nameplate

7.1 The Organiser will supply all shell scheme stands with a standard fascia board as nameplate for the stand, inscribed with the publisher's company name and stand number. Exhibitors with custom-built stands must supply their own nameplates and stand number.

7.2 Nameplate inscriptions must correspond to the Exhibitor's catalogue entry.

8. Occupation of stands, set-up and breakdown

8.1 Exhibition halls are open from Thursday, 29 July, 08.00, for the set-up of stands. Earlier set-up requires the Organiser's authorisation in writing and is only permitted for custom-built stands exceeding 20 sq m in size.

8.2 Set-up and decoration of stands must be

completed by 20.00 on 29 July and the stands must be manned every day of the fair during opening times (see 1.1). Exhibitors must display their exhibits for the entire duration of the Fair.

8.3 The Organiser has the right to reallocate stands that are not yet set up at 17.00 on 29 July. There is no reimbursement of stand rental fees already paid. In the event of reallocation of a stand, 9.3 applies.

8.4 Delivery of packing materials, the packing away of exhibits and the clearing of stands is not permitted prior to the official end of the Fair. Breakdown is not permitted before 16.30 on 2 August. Clearing and cleaning of stands must be completed by 24.00 on 2 August. Custom-built stands have to be cleared by 18.00 on 3 August.

8.5 If stands are cleared and vacated prior to the end of the Fair or not cleared by the prescribed deadline, the Organiser will impose a breach of Contract penalty. If a stand has not been cleared by the prescribed deadline, it will be cleared and the goods will be stored at the Exhibitor's expense. The Organiser accepts no responsibility for stand furniture and fittings that have been left on the stand.

9. Rental fees

9.1 The rental fee includes: shell scheme stand, carpet, electricity supply (1 kW), a number of spotlights related to the stand size, a number of bench cabinets related to the stand size, power consumption, air-conditioning, waste disposal, general cleaning, a free copy of the catalogue, a number of free exhibitor passes based on the stand size and a fascia board inscribed with the name of the company (available for shell scheme stands only).

9.2 The Organiser reserves the right to increase or lower rental fees for all or individual types of stand if unforeseen circumstances require or permit this. Any such increase may not exceed 10 %.

9.3 The stand rental fee remains payable if the Exhibitor is prevented from attending or sending exhibits to the Fair, for whatever reason. If an official withdrawal is submitted in writing prior to receipt of the stand confirmation, the Exhibitor is subject to a handling charge of 10 % of the stand rental fee (see 4.6). Following receipt of stand confirmation, this charge increases to 100 % of the stand rental fee. If the Organiser succeeds in renting the stand that has become vacant to another

Exhibitor, the original Exhibitor is required to pay an indemnity charge of 20 % of the stand rental fee.

9.4 Changes of the stand layout requested after the registration deadline are subject to payment of the costs incurred, with a minimum charge of ZAR 825 (plus VAT). Changes can only be processed if notified prior to 9 April 2010. If practicable, alterations can be carried out at the Fair itself, but only against advance payment of costs and subject to an additional surcharge.

10. Terms of payment

10.1 Invoices for rental fees and other service charges are payable upon receipt, free of set off or deduction, to the Organiser's account indicated on the invoice. Objections can only be considered if raised within three weeks of the date of invoice. The invoice and final stand allocation will be sent to each exhibitor after completion of the allocation process (see 4.6).

10.2 If payment of the invoice is not received within the period stipulated, the Organiser has the right to cancel the Contract, without prejudice to its rights to claim damages or other remedies.

10.3 In the case of cancellation, the Organiser may reallocate the stand. In the event of such reallocation, 9.3 applies.

10.4 The Cape Town Book Fair does not accept liability for any deficit incurred when exhibitors pay in other currencies. Any subsequent deficit will be regarded as an outstanding invoice and you risk that your stand is not fully paid for.

11. Sales

In general, exhibition goods may be sold at the Fair.

12. Exhibitor passes

12.1 A special pass is required for access to the exhibition site.

12.2 For the use of the Exhibitor's employees engaged in the set-up and breakdown of stand fittings, for its representatives and for use of its stand, the Exhibitor is issued with special set-up and breakdown passes as well as exhibitor passes that are to be attached to outer clothing in a visible position at all times when on the exhibition site. Exhibitor passes are also valid during set-up and breakdown.

12.3 Set-up, breakdown and exhibitor passes

are issued free of charge for every stand on the basis of stand size.

12.4 A special charge will be levied for exhibitor passes that are required in excess of this number. Additional passes can be ordered using a separate order form.

12.5 Prior to entering the exhibition site, the name of the pass-holder and the company name or the Exhibitor's official stamp must be entered on all passes. These passes are not transferable. Improperly used passes will be withdrawn with no right of appeal.

13. Insurance coverage

Each Exhibitor bears sole responsibility for insuring all stand furnishings and exhibits against burglary, theft, fire and water damage, and against damage incurred in transit to and from the Fair. There is no collective insurance policy.

14. Conduct at the Fair

14.1 Every Exhibitor shares in the responsibility for the success of the Fair and should refrain from committing actions that cause unacceptable disturbance or hindrance to other Exhibitors.

14.2 It is the duty of every Exhibitor to cooperate in the prevention of theft.

14.3 It is strictly forbidden to bring any kind of weapon to the exhibition site.

15. Promotion

15.1 The inside surfaces of the Exhibitor's stand may be used for promotion purposes, but only in relation to the exhibits placed on display.

15.2 The Organiser is entitled to issue regulations regarding the appearance of outer stand surface areas, taking into account the overall effect. Requests for the hanging of banners from the ceiling of the exhibition halls must be submitted to the Organiser. If approved, banners are subject to a surcharge in addition to the costs of the production and hanging of the banner by the relevant service provider.

15.3 Outside the Exhibitor's own stand area, it is not permitted to undertake promotional activities either on or in front of the exhibition site. This includes the use of persons for publicity purposes, as well as the distribution or posting up of advertising material such as

leaflets, posters, stickers etc. in hall aisles, on the exhibition site, in the immediate vicinity of the exhibition site or on car parks used for the Fair. It is also not permitted to carry out surveys, tests, competitions, raffles and prize games outside the Exhibitor's stand. The Organiser's own survey questionnaires are excepted from this rule.

15.4 It is not permitted to hold receptions, lectures, press conferences, discussion events, etc. on the exhibition site without the written authorisation of the Organiser.

16. Non-compliance with Terms & Conditions

16.1 The Organiser is entitled to exclude the Exhibitor from the Fair in the event of failure to comply with the stipulations of these Terms & Conditions (particularly breach of „Technical Regulations“) and of continued breach of Contract despite warnings. In particularly serious cases, this may also include exclusion from future fairs. This shall also apply if items are exhibited that are subject to court bans or if the Exhibitor or his employees have committed or encouraged punishable offences (such as theft or deliberate infringements of copyright).

16.2 Rather than ordering exclusion, the Organiser may impose a penalty amounting to 25 % of the stand rental fee. Participation in future fairs can be made conditional upon payment of any such penalty.

17. Claims by Exhibitors

17.1 Any and all claims made by the Exhibitor must be submitted to the Organiser in writing at the latest 10 days after the closure of the Fair. Irrespective of this, they are in lapse if not brought before a court of law prior to the end of the respective calendar year.

17.2 Since freedom of speech is enshrined in the Constitution of the Republic of South Africa, certain disturbances of the Fair's activities are possible and unavoidable for limited periods. The Organiser cannot be held responsible for any damages suffered by exhibitors as a result.

18. Place of contractual fulfilment, court and law of jurisdiction

The place of contractual fulfilment and exclusive court of jurisdiction for all disputes arising between Exhibitors and the Organiser

is the High Court of South Africa, Cape of Good Hope Provincial Division. In cases of dispute, the laws of the Republic of South Africa shall apply.

1. General laws and regulations, set-up and break-down

1.1 General laws and regulations

The Exhibitor shall observe all laws and regulations laid down by the City of Cape Town or provincial authorities, the fire department and/or other national or local laws or regulations which may apply to the planning, building and fitting out of an exhibition stand or to the staging of an event.

1.2 Permits

9 April 2010 at the latest, stand plans for custom-built stands must be submitted to the Organiser for approval, including floor layout and sectional views showing precise measurements. Applications for permits authorising early stand set-up on 27 or 28 July 2009 must reach the Organiser by 9 April 2010 at the latest.

1.3 Stand set-up and breakdown

In general, stand set-up and the delivery of exhibits can start one day before the opening of the Fair. Set-up and fitting-out of the stand must be completed by 20.00 at the day before the opening of the Fair and halls must be cleared of all items not included on the stand. The set-up of shell scheme stands by the Organiser will also be completed by 08.00 at the latest on Thursday 29 July. Any changes requested or complaints made can still be dealt with after this deadline. Breakdown of stands and the delivery of packing materials are not permitted before the official end of the Fair at 16.30 on Monday. Vehicles have access to the Cape Town International Convention Centre's marshalling yard at 19.00 on Monday, after which halls and the site are open for break-down. Stand areas must be vacated and cleaned by 20.00 on Tuesday. If a stand has not been broken down on Monday, the Exhibitor is responsible for the security and guarding of the stand and its exhibits.

2. Vehicle traffic on the exhibition site, emergency exits, safety equipment

2.1 Traffic rules

In order to ensure the smooth movement of traffic during set-up and breakdown and for the duration of the Fair, rules for the organisation and direction of traffic must be

observed without fail. The parking of vehicles on the exhibition site is not permitted at any time throughout the entire duration of the Fair. Parking bays are available against additional charge in the basement of the exhibition site or in a parking garage next to the exhibition site.

2.2 Rescue routes

2.2.1 Fire fighting access zones, hydrants, the necessary access routes and mobility zones for the fire fighting services and routes marked by no-stopping signs must be kept free at all times. Vehicles and objects left on the rescue service access routes and safety areas will be removed at the expense and risk of the owner. Hydrants in the halls and on the outdoor area must not be covered over, obscured or rendered inaccessible in any way.

2.2.2 Emergency exits, hall aisles

Emergency exits are to be kept free at all times. The doors along emergency exit routes must be easily opened from inside to their full extent. Exit doors and emergency exits and signs marking these exits must not be blocked, covered over, obstructed, hidden or otherwise obscured. The aisles in the halls must not be blocked or restricted by objects placed in the aisle or extending out into the aisle. These are emergency rescue routes!

2.3 Safety equipment

Sprinklers, fire alarms, fire extinguishers, smoke alarms, fastenings on the hall doors and other safety equipment, their markings and the green emergency exit signs must be accessible and visible at all times. They must not be blocked or covered over.

2.4 Stand numbering

Stand numbers are produced by the Organiser in a uniform design and are integrated in the fascia board of the shell scheme stands provided by the Organiser. When providing a custom-built stand or in the case of corner, peninsula or island stands, Exhibitors are obligated to attach stand numbers themselves or to display a notice of their stand number. For the duration of the Fair, stand numbers must not be removed or covered over or rendered illegible in any other way.

3. Stand structure regulations

The fitting out and vacating of the hired area shall only be done in accordance with any written instructions and directions of the Organiser.

3.1 Stand safety

Custom-built stands, fittings of custom-built stands as well as fittings of shell scheme stands and exhibits as well as publicity fixtures are to be set up with the necessary stability to ensure that public safety and order, in particular life and health, are in no way endangered. The Exhibitor is responsible for structural safety and obliged to show proof if required. It is not permitted to stabilise stands using neighbouring stands or existing hall structures.

3.1.1 Stand permits

Custom-built stands must be authorised for use. In addition, permits are required for all other stand structures, 2-level stands, special installations and constructions.

3.1.2 Changes to stand structures in breach of regulations

Stands that have not been approved or do not comply with the „Technical Regulations“ or technical standards, must be altered or removed. If this work is not completed in the time required, the Organiser is entitled to undertake such changes at the Exhibitor's expense.

3.2 Fire prevention and safety regulations

3.2.1 Fire prevention

The exhibition halls are equipped with fire alarms and fire extinguishers. In the event that the operation of said fire protection systems are restricted by stand construction work, exhibitors shall be obliged to undertake additional measures in order to guarantee their unrestricted operation, in co-ordination with the Organiser and the responsible fire protection authorities at the sole expense of the Exhibitor.

3.2.1.1 Construction and decoration materials

Materials, such as rigid polystyrene foam (Styrofoam), PVC, polycarbonate or similar, that are readily inflammable, drip while burning or form toxic gases shall not be employed. The materials employed shall not contribute to evolution of large volumes of smoke. Special requirements may apply to load-bearing structural elements in the interest of safety. All decorative materials shall comply at least with

building materials class B1 of DIN 4102, i.e. shall be flame-resistant. Normally inflammable decorative materials may be employed on certain sections of stands, provided that they are adequately protected against becoming ignited and neither form toxic gases nor drip while burning. Test certificates for the classes of building materials to be employed shall be supplied upon request. Deciduous and coniferous trees may be used only if their roots are kept moist at all times. Bamboo, reeds, hay, straw, bark mulch, peat or similar materials shall not be employed. Employment of plastic cable ties for fastening statically stressed parts is prohibited.

3.2.1.2 Balloons and flying objects

Employment of balloons or flying objects filled with a combustible gas in the exhibition halls or on outdoor exhibition areas is prohibited. Employment of balloons filled with inert gas in the exhibition halls or on the outdoor exhibition areas requires approval of the Organiser.

3.2.1.3 Open fires

Presentations involving the use of open fires, naked flames or light are not allowed.

3.2.1.4 Spray guns, nitrocellulose lacquers use of spray guns and employment of nitrocellulose lacquers is prohibited in all exhibition halls.

3.2.1.6 Empty packaging

The storage of empty items of any kind (e.g. packaging and packing material) on the stands and/or outside of stands within the halls is forbidden. Empty material is to be removed without delay. If required, it can be stored with the contract forwarding agents. The Organiser is entitled to arrange for removal at the expense and risk of the Exhibitor if the latter fails to respond to a request for removal of items stored in contravention of the regulations.

3.2.1.7 Dangerous substances

The Exhibitor shall ensure that no noxious flammable or explosive substances, gases and dangerous materials (including chemical pesticides and insecticides), malodorous substances or radioactive materials are located in or around the hired area or the convention centre at any time prior to, during or after the hire period.

3.2.2 Stand ceilings

To ensure the effective operation of the sprinkler system, stands must always be open at the top. Ceilings are considered to be open when not more than 50 % of their area per individual sq m is closed in. Sprinkler-suitable

ceilings with a mesh grid of at least 2 x 4 mm or 3 x 3 mm are permitted. The cloth canopy must always be installed horizontally and only in one layer. The sagging down of cloth canopies is to be avoided.

3.3 Platforms

Areas that can generally be walked on and are immediately alongside areas lower by more than 0.2 m must be surrounded by banisters, unless linked to the lower areas by steps or ramps. Platforms accessible at a single step may be no higher than a maximum of 0.20 m. The substructure of the flooring must not consist of flammable materials.

3.4 Stand design

3.4.1 System stand

The shell scheme stands fitted out with the stand material provided by the Cape Town Book Fair are standardised in their provision, including a 1 electrical power point, a number of spotlights and bench cabinets corresponding to the stand size and carpeting, as well as a standard company nameplate (fascia board). At an additional charge, the Organiser can supply a standard set of furniture consisting of chairs, tables and wastepaper baskets as well as additional spotlights (the quantity of each item supplied is based on the respective furniture package). Order deadline is 9 April 2010. At his own expense, the Exhibitor may also order additional services and supplies directly from contracted service providers.

3.4.1.2 Decoration on shell scheme stands

The attachment of publicity material and decorations to the stand walls and ceiling frames must be carried out in such a way as to avoid any damage to the stand material put at the exhibitors' disposal by the Organiser (such as through the use of permanent/corrosive adhesive tape or nails). The reconditioning and replacement of damaged, destroyed or lost fittings and stand material can only be carried out by the Organiser at the Exhibitor's expense, or that of his contractor. After the end of the Fair, stand equipment must be returned in perfect condition.

3.4.2 Own stand/Empty floor space

The stand may also be rented without the Cape Town Book Fair's shell scheme and be custom-built by the Exhibitor himself. Floor space only; excludes Shell Scheme walling, carpeting, electricity, stand cleaning and security.

Additional services to be ordered from the manual. All floor space is subject to submission of a stand design. Deadline is 9 April 2010. If floor space has been rented only, this must be left completely empty after the end of the Fair (see Technical Regulations 4.3 Electrical installations and see Terms & Conditions for Participation 8.4 Occupation of stands, set-up and break-down).

3.4.3 Small Publishers Pavilion package

The shell scheme stands fitted out with stand material provided by the Cape Town Book Fair are standardised in their provision, including 1 plug point, 1 spotlight, carpeting, a standard company name plate (fascia board), as well as 2 chairs, 1 table and a small waste paper basket. At an additional charge, the Organiser can supply additional spotlights. Order deadline is 9 April 2010. At his own expense, the Exhibitor may also order additional services and supplies directly from contracted service providers. Only one stand per company is allowed. Exact positioning within the Small Publishers and Booksellers Pavilion is entirely at the discretion of the organizers. No variation to the Shell Scheme structure is allowed.

3.4.4 Corner, peninsula or island stand

The choice of a corner, peninsula or island stand position is to be noted in writing when registering to attend. These special positions are subject to an extra charge per corner (see price list). However, the allocation of corner, peninsula or island stands cannot be guaranteed by the Organiser.

3.4.5 Ascertainment of stand space features

The rented stand space is marked by the Organiser. After stand allocation, it is the obligation of every Exhibitor to ascertain for himself the position and size of any fixtures, in particular fire alarms, the position of supply lines, ventilation systems, etc. and, if appropriate, to inform the stand contractor. Stand space must always be adhered to exactly. Lighting appliances, water supply, drainage installations and notices may not project beyond the boundaries of the stand.

3.4.6 Stand dimensions

The Organiser reserves the right to extend depth to 4 m for stands exceeding 16 sq m in size. In the interest of publishing companies placed opposite, a stand exceeding 4 m in width is not permitted to include a predominantly

closed-in wall. At least 50 % of the wall looking onto a aisle must therefore be left open. For both the Organiser's shell scheme stands and custom-built stands, the measurements listed on the application form are binding. For all interior dimensions 4 cm are to be deducted from the straight axial measurement. In the case of stands over 10 m in width, a tolerance of 50 mm should be applied, i.e. the straight axial measurement stated in the Organiser's plans should be reduced by 50 mm in stand planning and construction. The responsible Exhibitor shall be liable for any costs incurred if reset-up of neighbouring stands is required as a result of incorrect set-up or failure to maintain the exact allocated stand position.

3.4.7 Stand heights

3.4.7.1 The Organiser's own shell scheme stands are 2.50 m in height.

3.4.7.2 Stand structures higher than 2.50 m (structural or decorative features, etc.) require official authorisation.

3.4.7.3 Stands exceeding a height of 2.50 m (stand structures, promotional material, company logos, names, etc.) is subject to official authorisation. Including stand light fittings without promotional content and company logos. The maximum stand height (incl. floors, platforms, decoration and publicity fixtures) is 4 m.

3.4.7.4 The Organiser reserves the right to refuse permission for excess stand height in the interests of the overall appearance of the hall or for safety reasons. The decision of the Organiser is final. The exhibitor will be notified at the latest three weeks following receipt of the stand design plan.

3.4.7.5 Authorisation is only valid for the specific designated location and a new application must be submitted every year.

3.4.7.6 Any raised stand structure or fitting (walls, lighting, etc.) must be at a distance of at least 2 m from the neighbouring stands. It is strictly forbidden to erect anything above and across hall aisles.

3.4.7.7 If exceeding 2.50 m, the exterior of rear and side walls must always be plain white and free from any promotional material (colours, logos, company names, etc.).

3.4.8 Floor coverings

Standard carpeting is provided by the Organiser. With the authorisation of the Organiser individual carpeting and other floor coverings may be used for custom-built stands. The Exhibitor's

individual carpet must at least be of low-level flammability in accordance with DIN 4102 B1 (Industrial Standard) and be properly laid to avoid accidents. They are to be fixed in place using non-permanent adhesive tape only. Certification as to the class of building materials used must be available at the stand. All materials used, including the adhesive tape, must be removed by the Exhibitor without leaving any residue. The Exhibitor is liable for accidents caused by the improper laying of his own carpeting or floor covering or parts thereof.

3.4.9 Damage to building fixtures

Hall fixtures and technical fittings may not be damaged, dirtied or otherwise altered (e.g. breaking open, cutting, screwing, drilling, driving nails into floors, walls, ceilings pillars, partitions, windows or other structures or fixtures in and around the convention centre). Painting, wallpapering and sticking up of items is also forbidden. It is not permitted to use hall fixtures and technical fittings in a load-bearing capacity for either stand structures or exhibits.

3.4.10 Suspensions from hall ceilings

Suspension of objects from the hall ceiling is only permitted using the technical fittings intended for this purpose. Suspensions are subject to authorisation and a surcharge and may only be installed by the Organiser's subcontractor. Exhibitors are not permitted to suspend objects from the hall ceiling themselves. Suspensions are only permitted from above the rented stand area and are not allowed over the aisles. The lowest point of the suspended object must be 3.50 m above ground level. The maximum structure heights also apply to the height of the cross beam system and must also be observed accordingly.

3.5. Request for structures

A two-level structure for corner, peninsula and island stands can be permitted by the Organiser but is subject to special authorization and additional charges. The structure of a two-level stand must adhere to the „Technical Regulations“ stated by the Organiser or the Cape Town International Convention Centre („CTICC“) upon request. The Organiser reserves the right to refuse permission for two-level structures in the interest of the overall appearance of the hall or for safety reasons.

4. Technical safety regulations, technical rules, technical supplies

4.1 General rules

The Exhibitor is himself responsible for operational safety and compliance with health and safety and accident prevention regulations on its stand. Set-up and breakdown may only be carried out in accordance with the respective and applicable industrial and trade law regulations.

4.1.1 Damages

Any damage caused by Exhibitors or their subcontractors on the exhibition site, to its buildings, fittings and equipment has to be reported to the Organiser and will be repaired by the Cape Town Book Fair after the end of the Fair at the expense of the Exhibitor.

4.2 Use of materials for work

The use of bolt-guns is forbidden. The use of woodworking equipment without suction devices for shavings and sawdust is not allowed. The use of cranes and fork-lift trucks is restricted to the contract forwarding agents only. The use of company's own fork-lift trucks is banned for safety reasons. If required, fork-lift trucks and equipment for loading and unloading can be made available for a fee by fair haulage contractors.

4.3 Electrical installations

4.3.1 Connection

The main connection to the electricity supply system will be carried out by the official site electrician contracted by CTICC. It is not permitted to use electricity supplied to neighbouring stands. The Terms & Conditions for electricity supply as set out on the separate order form are binding for all exhibitors. The electricity supply included in the stand rental fee refers specifically to electricity supply from an installed 1 kW socket. All other services such as the installation of wiring and additional kW must be ordered from the CTICC and be paid for separately and in advance to the contractor.

4.3.2 Stand installations

Temporary electrical installations fitted on stands in addition to the hall's existing electrical system must be fitted and operated in compliance with the relevant regulations. The Exhibitor accepts full liability for damage caused by defective electrical installations. Any conductive stand structural elements must be included in measures taken for protection

in the event of indirect contact (earthing of stand). Furthermore, it is only permitted to use cables such as types NYM, H05VV-F, H05RR-F, with a minimum cross-section of 1.5 sq mm Cu. Flat cables of any kind are not allowed. Bare electric leads and crocodile clips are not allowed in low-voltage appliances. Secondary wiring must be protected against short-circuit and overloading.

4.3.2.1 The switch and fuse boxes on the individual stands must be installed in a visible and permanently accessible position. Installation inside locked cabinets is not allowed.

4.3.2.2 Transformers for low-voltage appliances must not be concealed from view or access. Only approved transformers with an overload fuse are permitted.

4.3.2.3 All lighting systems and lights must be switched off before leaving the stand in the evening.

4.3.3 Safety measures

For particular protection, heating and heat generating electrical items (hotplates, spotlights, transformers, etc.) must not be installed on flammable, non-heat resistant or heat-conductive surfaces. According to the level of heat generation, appliances must be placed at an adequate distance away from flammable materials. Lighting units must not be attached to flammable decorations or the like.

4.4 Water supply

Water supply to the stand must be requested. The possibility of a supply point cannot be guaranteed. The order deadline is 9 April 2010. Any costs incurred for under floor plumbing work required for the supply will be charged to the Exhibitor direct by the installation contractor and is payable in advance. Water supply connections can only be carried out by the official plumbing contractor.

4.5 Pressurised gas cylinders, fuels

Pressurised gas cylinders containing flammable or inert gases such as nitrogen, helium, argon, or any other flammable liquids as well as fuels must not be stored in the halls.

4.5.1 Lighter pastes, gels and other fuels

Heating and cooking appliances fuelled by wood, coal, gas, flammable liquid or lighter paste or gel are not permitted.

4.6 Catering

The CTICC and/or its designate has the exclusive right and responsibility for all catering within the convention centre.

4.6.1 The Exhibitor shall not be entitled to sell or arrange or procure the sale or dissemination of food, refreshments and/or beverages, unless authorised in writing by the Organiser on such terms as may be stipulated by the Organiser.

4.6.2 Food and/or refreshments required for purposes of the event shall be supplied exclusively by CTICC and/or the catering company nominated by CTICC. The hirer shall not purchase any food or refreshment from third parties, unless the prior written consent of the Organiser has been obtained and on such terms as may be stipulated by the Organiser.

5. General information

5.1 Advertising at the exhibition site

Stickers may not be offered or distributed either on the stand or elsewhere at the exhibition site. It is also forbidden to use any type of sound equipment if this interferes with nearby stands – this includes audiovisual presentations. Advertising of any kind is not permitted at the exhibition site (see Terms & Conditions for Participation 15).

5.2 House regulations

In addition to the regulations set by the Cape Town Book Fair, the house regulations of the CTICC apply to the entire exhibition site. The Exhibitor is responsible for operational safety and compliance with health and safety and accident prevention regulations on his stand. The Exhibitor is liable for all damages incurred by the stand structure and the operation of the stand, including any damages caused by the exhibits on the stand. During the entire set-up and breakdown period, activities within the halls and on the outdoor area resemble the operation of a building site. Personnel assigned to these activities are to be advised of particular dangers. During set-up and breakdown as well as during the Fair, hall aisles must be kept free as rescue routes.

5.2.1 Supplementary Provisions

CTICC staff representatives and agents shall at all times have free and unfettered access to the hired area upon presentation of their CTICC identity card or tags or upon presentation of a written authorisation signed by any manager or director of CTICC.

5.2.2. The Exhibitor shall not under any circumstance give, pledge or promise any staff employed or engaged by CTICC gratuities, gifts, donations or remuneration of any kind.

5.2.3. The Exhibitor shall notify the Organiser as soon as he gets knowledge of the expected visit of any special guests or VIP's, such as members of parliament or state dignitaries, celebrities, royalty and other dignitaries.

5.3 Liability

5.3.1 The Organiser shall not be liable or responsible to any party for any claim, damage or loss caused to any person as a result of CTICC or any of its employees, representatives or assign's failure to comply, or to comply timeously, with any provision/s of the contract of hire.

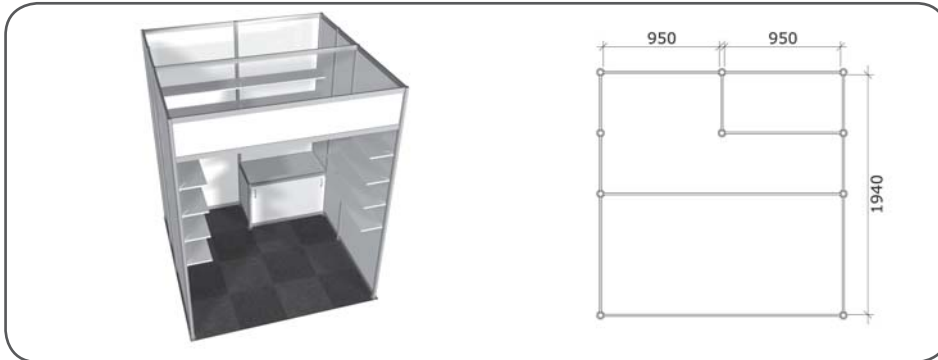
5.3.2 The Organiser shall not be responsible for the safekeeping, storage, use or otherwise of any property brought into the convention centre. Property belonging to the exhibitor or third parties shall be brought into the convention centre at own risk and the Exhibitor indemnifies the Organiser and holds it harmless against any and all claims, losses or damages that may be suffered by any person in relation hereto.

5.3.3 The Organiser shall not be liable for any loss, injury or damage, howsoever caused, to goods and/or persons in the CTICC and/or on adjacent sites. The Organiser accepts no duty of care for exhibition goods, stand furnishings and fittings and inasmuch excludes any responsibility or liability for damages or loss. The exclusion of liability is not affected by the Organiser's security guard arrangements. All damages incurred must be reported without delay to the police and the Exhibitor's insurance company.

INFORMATION ON YOUR STAND
AND PRICES 2009

CAPE TOWN BOOK FAIR

All stand sizes must be in 4 sq m units at a price of ZAR 2 650- (plus 14% VAT) per sq m. The use of the shell scheme is included but not obligatory. Please tick the appropriate stand from the list or note down your requested stand size under "Larger stand".

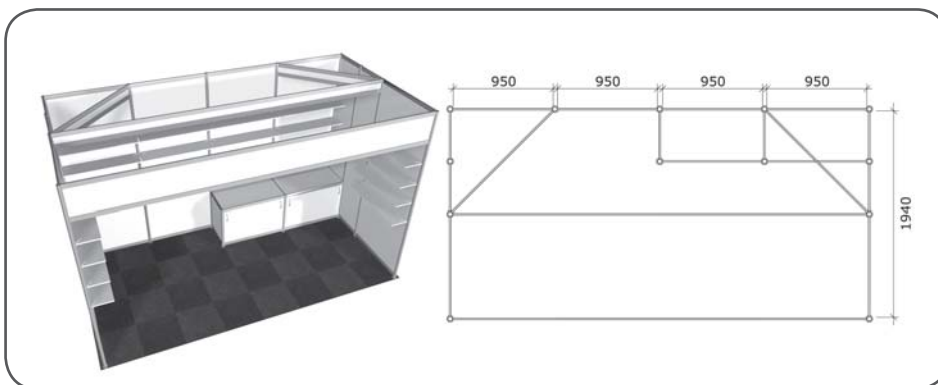


Stand size: 4 sq m

Width: 2 m, Depth: 2 m

Includes back and side walls, 16 bookshelves, 1 stand sign, 1 bench cabinet, 2 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 4 exhibitor passes.

Price: ZAR 10 600

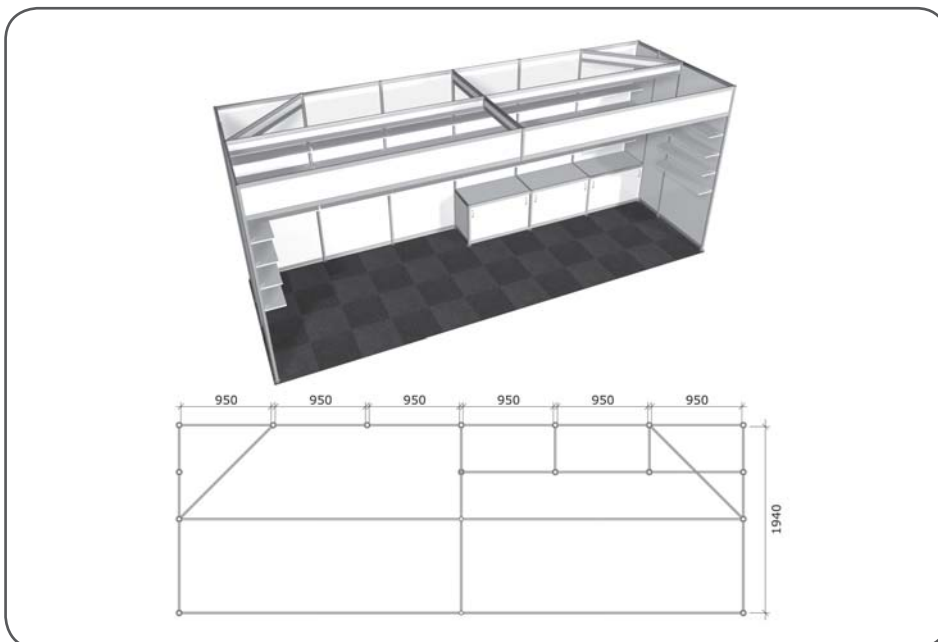


Stand size: 8 sq m

Width: 4 m, Depth: 2 m

Includes back and side walls, 24 bookshelves, 1 stand sign, 2 bench cabinets, 4 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 6 exhibitor passes.

Price: ZAR 21 200



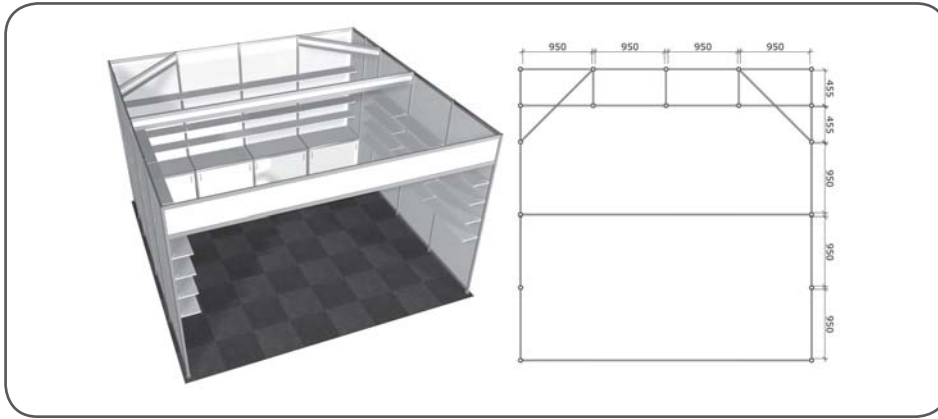
Stand size: 12 sq m

Width: 6 m, Depth: 2 m

Includes back and side walls, 32 bookshelves, 1 stand sign, 3 bench cabinets, 6 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 8 exhibitor passes.

Price: ZAR 31 800

For technical and static reasons construction style may differ.



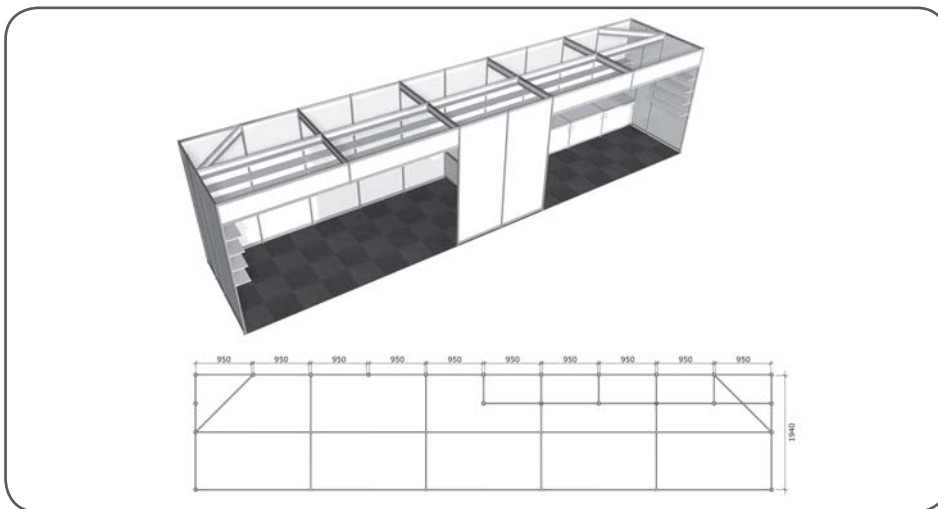
Stand size: 16 sq m

Width: 8 m, Depth: 2 m or

Width: 4 m, Depth: 4 m

Includes back and side walls, 40 bookshelves, 1 stand sign, 4 bench cabinets, 8 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 10 exhibitor passes.

Price: ZAR 42 400

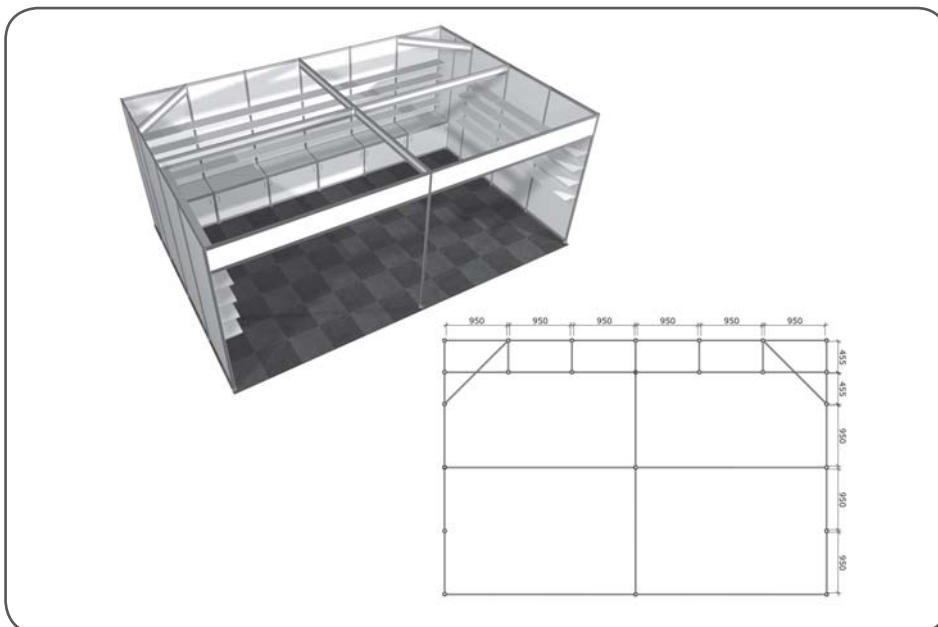


Stand size: 20 sq m

Width: 10 m, Depth: 2 m

Includes back and side walls, 48 bookshelves, 1 stand sign, 5 bench cabinets, 10 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 12 exhibitor passes.

Price: ZAR 53 000



Stand size: 24 sq m

Width: 12 m, Depth: 2 m or

Width: 6 m, Depth: 4 m

Includes back and side walls, 56 bookshelves, 1 stand sign, 6 bench cabinets, 12 spotlights, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 16 exhibitor passes.

Price: ZAR 63 600

For technical and static reasons construction style may differ.

Larger stand

Size: sq m

Dimensions:

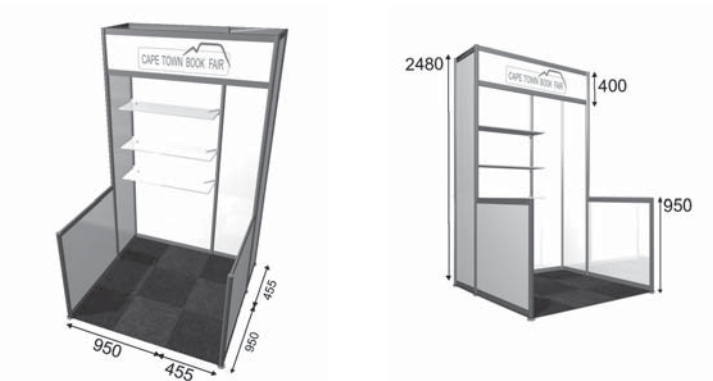
Width: m

Depth: m

Height: m

Stands in excess of 24 square meters need to be discussed with organisers if not custom designed.

SMALL PUBLISHERS PAVILION PACKAGE



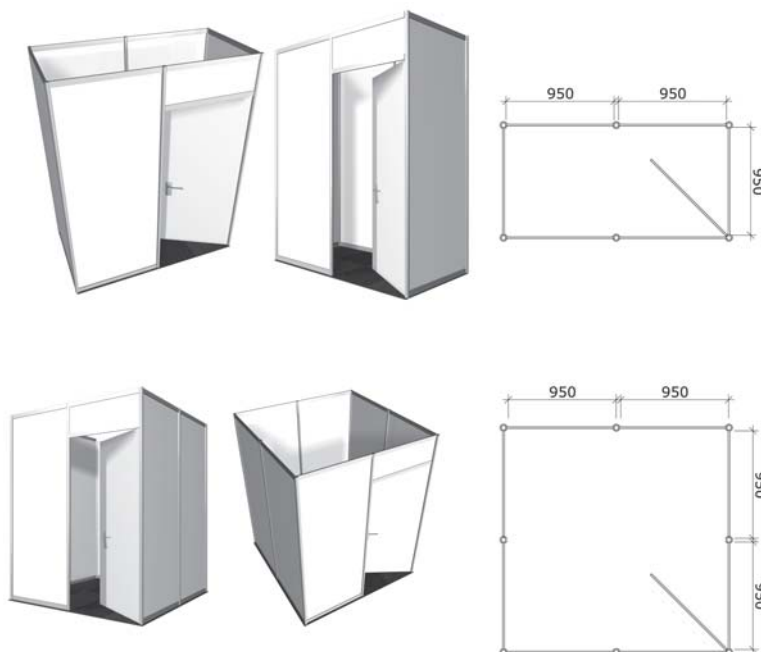
Stand size: 2.25 sq m

Width: 1.5 m, Depth: 1.5 m

Includes back and side walls, 3 flat bookshelves, 1 stand sign, 1 spotlight, carpet, electricity, 1 socket, entry in the exhibitor catalogue, 1 copy of the exhibitor catalogue, 2 exhibitor passes, 2 chairs, 1 table and a small waste paper basket.

Price: ZAR 6 435

SUPPLEMENTARY STAND ELEMENTS FOR SHELL SCHEME STANDS



Storage Room:

1m x 2m

Cubicle with door.

Price: ZAR 1 765 plus 14% VAT

Storage Room:

2m x 2m

Cubicle with door.

Price: ZAR 2 107 plus 14% VAT

For technical and static reasons construction style may differ.

Application Deadline: 31 January 2010

Early Bird Registration Discount 2.5%. Deadline: 31 December 2009