

For official use only

Customer No.

Company Name

30 July - 2 August 2010

To book your stand, please fill in these forms and send, fax, or email to the address given below.  
The information provided here will be used for the Catalogue (online and print) of the Cape Town Book Fair 2010.

## 1. COMPANY ADDRESS:

Company name:

Street:

Town, Postcode:

P.O. Box:

Town, Postcode:

Country:

Phone:

Fax:

E-mail:

Website:

## 2. CONTACT PERSON: Mr Ms

Surname:  First name:

Phone:  Fax:

E-mail:  Mobile:

## 3. COMPANY PROFILE (max. 250 characters including spaces)

As in 2009  New Profile

## 4. INCLUDE COMPANY LOGO IN EXHIBITORS CATALOGUE (print/online): fee required see pricelist YES NO

## 5. STAND DESIGN:

Shell scheme stand - please select stand size:  4 sq m  8 sq m  12 sq m  16 sq m  20 sq m  24 sq m  Larger stand: Size:  sq m Width:  m Height:  m Depth:  sq m

Space only: Size:  sqm Width:  m Height:  m Depth:  sq m

Small Publishers Pavilion Package

## 6. TYPE OF STAND/REQUESTED STAND VICINITY/NEIGHBOURHOOD:

Corner Stand (if available)  Peninsula Stand (if available)  Island Stand (if available)

## 7. SUPPLEMENTARY ELEMENTS FOR SHELL SCHEME STANDS:

Storage room (1m x 2m) with door  Storage room (2m x 2m) with door

## 8. FURNITURE: see pricelist for details

Furniture Set 1  Furniture Set 2  Furniture Set 3  Furniture Set 4  Furniture Set 5

## 9. CO-EXHIBITORS\*:

\*Please also fill in forms 3 (catalogue entry) and 4 (keyword listing), if you are a co-exhibitor, please complete the catalogue and keyword entry section.

I will attend the Cape Town Book Fair as co-exhibitor at the following stand:

*Main company name (the company with who you are a co-exhibitor)*

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## ADVERTISING RATE CARD Exhibitor Catalogue

The Cape Town Book Fair Catalogue is the only guide to the exhibition and will be handed to all trade visitors and exhibitors attending the show. It will contain a listing of all the exhibitors and a floor plan. To leverage your participation in the Cape Town Book Fair an advert in the guide will reinforce your brand in the minds of the visitors, especially as they use the catalogue as a reference all year round.

Advertising Rates – Only full colour advertisements are accepted.

### Material requirements

CD Advert specifications

- 5mm bleed all round, type free area not more than 10mm all round.
- CMYK (Full Colour)
- Open Files: In Design, Illustrator, Freehand, all scans, fonts and colour separations included + final colour proof.
- PDF Files: High Quality Print, all fonts embedded or converted + final colour proof.

Deadline for material – 9 April 2010

To book advertising space in the Catalogue, please complete the following and email to: [info@capetownbookfair.co.za](mailto:info@capetownbookfair.co.za)  
Tel: +27 21 418 5493 Bookings will be taken on the basis of availability. Please note that invoices will be payable within 7 days of booking the advert.

For this service please contact Sadika Ahmed at CTBF on +27 21 418 5493 (deadline 9 April 2010)

Advert Size	Rate in S A Rands (Ex VAT)
<input type="checkbox"/> Full page	R 6 490
<input type="checkbox"/> Inside Front Cover	R 8 910
<input type="checkbox"/> Inside Back Cover	R 8 910
<input type="checkbox"/> Centre Spread (Double Page)	R 16 500

Company:

Designation:

Fax:

Signature:

Contact Person:

Tel:

E-mail:

Date:

## PROMOTE YOUR TITLES AT THE CAPE TOWN BOOK FAIR 2010

For the promotion of your book titles to relevant institutions, libraries, universities, trade visitors and general public buyers, please list all the titles published since 2008 that you intend to exhibit at the fair, priced in ZAR

At the link: [www.capetownbookfair.com/booktitles.xls](http://www.capetownbookfair.com/booktitles.xls), you will find the blank book titles list.

This information will be published electronically and distributed well in advance to all relevant recipients. It will also be displayed online at [www.capetownbookfair.com](http://www.capetownbookfair.com)

### Book Titles list sample

Exhibitor Name:

ISBN	Title	Author	Subject Category	Publishing Date	Price (ZAR)	Cover	Format & size

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## KEYWORDS PART ONE:

**IMPORTANT:** Inclusion of your keywords is a vital part of your catalogue entry because it is via these keywords that your company can be found in the online catalogues at [www.capetownbookfair.co.za](http://www.capetownbookfair.co.za) and the exhibitor directory. Categorisation according to keywords can assist in determining your positioning at the fair. With this in mind, please indicate all the subject areas, business and products that apply to your company.

<b>A</b>		<b>F</b>		<b>N</b>	
01. Adventure	<input type="checkbox"/>	31. Family & Relationships	<input type="checkbox"/>	59. Nature	<input type="checkbox"/>
02. Advertising	<input type="checkbox"/>	32. Fashion	<input type="checkbox"/>	60. Non-fiction	<input type="checkbox"/>
03. Agriculture	<input type="checkbox"/>	33. Fiction	<input type="checkbox"/>	61. Numismatics	<input type="checkbox"/>
04. Antiques & Collectibles	<input type="checkbox"/>	34. Food/Drink	<input type="checkbox"/>		
05. Architecture	<input type="checkbox"/>	35. Foreign Language Study	<input type="checkbox"/>	<b>P</b>	
06. Art	<input type="checkbox"/>			62. Performing Arts	<input type="checkbox"/>
07. Audiobooks	<input type="checkbox"/>	<b>G</b>		63. Pets	<input type="checkbox"/>
08. Autobiography/ Memoirs/Letters	<input type="checkbox"/>	36. Games	<input type="checkbox"/>	64. Philosophy	<input type="checkbox"/>
		37. Gardening	<input type="checkbox"/>	65. Photography	<input type="checkbox"/>
<b>B</b>		38. Gay & Lesbian Non-fiction	<input type="checkbox"/>	66. Political Science	<input type="checkbox"/>
09. Beauty	<input type="checkbox"/>	39. Gift Books	<input type="checkbox"/>	67. Psychology & Psychiatry	<input type="checkbox"/>
10. Bible	<input type="checkbox"/>			68. Publishing	<input type="checkbox"/>
11. Bibliography	<input type="checkbox"/>	<b>H</b>			
12. Biography	<input type="checkbox"/>	40. Health & Fitness	<input type="checkbox"/>	<b>R</b>	
13. Body, Mind & Spirit	<input type="checkbox"/>	41. History	<input type="checkbox"/>	69. Reference	<input type="checkbox"/>
14. Bookshop	<input type="checkbox"/>	42. Horticulture	<input type="checkbox"/>	70. Religion	<input type="checkbox"/>
15. Business & Economics	<input type="checkbox"/>	43. House & Home	<input type="checkbox"/>	71. Retailer	<input type="checkbox"/>
		44. How-To	<input type="checkbox"/>		
<b>C</b>		45. Humour	<input type="checkbox"/>	<b>S</b>	
16. Cartography	<input type="checkbox"/>			72. Science	<input type="checkbox"/>
17. Children's Books (Age 1-7)	<input type="checkbox"/>	<b>J</b>		73. Self Help	<input type="checkbox"/>
18. Child Care	<input type="checkbox"/>	46. Job & Career	<input type="checkbox"/>	74. Social Science	<input type="checkbox"/>
19. Coffee Table Books/ Picture Books	<input type="checkbox"/>	47. Judaica	<input type="checkbox"/>	75. Sports & Recreation	<input type="checkbox"/>
20. Comics/Caroons	<input type="checkbox"/>	48. Juvenile Fiction (Age 8-12)	<input type="checkbox"/>	76. Study Aids	<input type="checkbox"/>
21. Computers	<input type="checkbox"/>	49. Juvenile Non-fiction (Age 8-12)	<input type="checkbox"/>		
22. Cooking	<input type="checkbox"/>			<b>T</b>	
23. Crafts & Hobbies	<input type="checkbox"/>	<b>L</b>		77. Technology	<input type="checkbox"/>
24. Cultural History/Regionalia	<input type="checkbox"/>	50. Language Arts & Disciplines	<input type="checkbox"/>	78. Transportation	<input type="checkbox"/>
25. Cultural Studies	<input type="checkbox"/>	51. Law	<input type="checkbox"/>	79. Travel	<input type="checkbox"/>
26. Current Events	<input type="checkbox"/>	52. Lifestyle	<input type="checkbox"/>	80. True Crime	<input type="checkbox"/>
		53. Literary Criticism & Collections	<input type="checkbox"/>		
<b>D</b>				<b>Y</b>	
27. Distributor	<input type="checkbox"/>	<b>M</b>		81. Young Adult/Teenage Fiction	
		54. Mathematics	<input type="checkbox"/>	(Age 13-19)	<input type="checkbox"/>
<b>E</b>		55. Media, Information &		82. Young Adult/Teenage Non-fiction	
28. Education	<input type="checkbox"/>	Communication	<input type="checkbox"/>	(Age 13-19)	<input type="checkbox"/>
29. Edutainment	<input type="checkbox"/>	56. Medical	<input type="checkbox"/>		
30. Electronic Media	<input type="checkbox"/>	57. Military	<input type="checkbox"/>		
		58. Music	<input type="checkbox"/>		

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## KEYWORDS PART TWO:

<b>Branch of Business</b>		
01. Agency (see Literary Agency)	<input type="checkbox"/>	18. Publisher <input type="checkbox"/>
02. Association	<input type="checkbox"/>	19. Remainder <input type="checkbox"/>
03. Bookbinding	<input type="checkbox"/>	20. Retailer <input type="checkbox"/>
04. Bookseller	<input type="checkbox"/>	21. Service Provider <input type="checkbox"/>
05. Bookfair	<input type="checkbox"/>	22. Shop Design <input type="checkbox"/>
06. CD/Diskette Manufacturer	<input type="checkbox"/>	23. Software Development <input type="checkbox"/>
07. Consultant	<input type="checkbox"/>	24. University <input type="checkbox"/>
08. Designer	<input type="checkbox"/>	25. Wholesaler/Distributor <input type="checkbox"/>
09. Film/Television	<input type="checkbox"/>	
10. Gallery	<input type="checkbox"/>	<b>Product</b>
11. Library	<input type="checkbox"/>	01. Audio/Audiobooks <input type="checkbox"/>
12. Literary Agency	<input type="checkbox"/>	02. Book <input type="checkbox"/>
13. Literary Scout	<input type="checkbox"/>	03. Book Art/Prints/ Photographs/Paintings/ Sculptures <input type="checkbox"/>
14. Multimedia/ Electronic Publisher	<input type="checkbox"/>	04. Calendars/Poster/Postcards <input type="checkbox"/>
15. Packager	<input type="checkbox"/>	05. CD-ROM <input type="checkbox"/>
16. Photographic/Picture Agency	<input type="checkbox"/>	06. Diskette <input type="checkbox"/>
17. Printing & Manufacturing	<input type="checkbox"/>	
		07. DVD <input type="checkbox"/>
		08. eBook <input type="checkbox"/>
		09. Film <input type="checkbox"/>
		10. Game <input type="checkbox"/>
		11. Loose-leaf Edition <input type="checkbox"/>
		12. Manuscript <input type="checkbox"/>
		13. Maps <input type="checkbox"/>
		14. Merchandising <input type="checkbox"/>
		15. Newspaper/Magazine/Journal <input type="checkbox"/>
		16. Online <input type="checkbox"/>
		17. Picture <input type="checkbox"/>
		18. Play <input type="checkbox"/>
		19. Print on demand <input type="checkbox"/>
		20. Screenplay <input type="checkbox"/>
		21. Software <input type="checkbox"/>
		22. Video <input type="checkbox"/>

This registration constitutes our acceptance of all stipulations included in the Terms & Conditions for Participation at the Cape Town Book Fair 2010.

*Date*

*Signature*

*Company stamp*

## PLEASE RETURN TO:

For postal items:

Cape Town Book Fair (PTY) Ltd  
P.O. Box 51498, Waterfront, 8002,  
Cape Town, South Africa

For courier services:

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

For enquiries:

+ 27 (0)21 418 5493  
For faxing:  
+ 27 (0)21 418 5949

**Application Deadline: 31 January 2010**

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