

ENGLISH PROPOSAL



**INDONESIA
INTERNATIONAL
BOOK FAIR**

INDONESIA INTERNATIONAL BOOK FAIR 2023

**INDONESIA CONVENTION EXHIBITION (ICE) BSD CITY
27 SEPTEMBER - 01 OCTOBER 2023**

ORGANIZED BY



**IKATAN
PENERBIT
INDONESIA**

INDONESIA

Indonesia is the largest archipelago in the world with more than 17,000 islands, huge population with more than 270 million people from multi ethnic groups, and 700 languages which are spoken across the Indonesian archipelago united by the Indonesian language.

Indonesia geographically is surrounded by two continents and two oceans. This position gives huge economic advantages to Indonesia in international trade traffic lane such as for establishing diplomatic relation, business (import - export) and cultural exchange with countries around the world.

As for books and literature, we are the biggest market in South East Asia. There are more than 1,800 publishers listed as member of IKAPI (Indonesian Publishers Association). The ASEAN Economic Community allows Indonesian books to be distributed throughout South East Asian region. Indonesia is an opportunity to have a business and a place to learn from professionals.



ABOUT IIBF 2023

Indonesia International Book Fair (IIBF) is a mix of B to B and B to C book fair, and it is enriched by some cultural and education programs. IIBF helps participants to reach the goals and to meet potential business partners. IIBF is the place for the Indonesia Rights Fairs for international copyrights trading and global networking.

IIBF 2014-2022



INDONESIA INTERNATIONAL BOOK FAIR 2023



Wednesday - Sunday, 27 September - 01 October 2023



10:00 - 22:00 GMT+7



Hall 1, Indonesia Convention Exhibition (ICE) BSD City

TARGET IIBF 2023



150+ participants



6,600 m²



25 countries



100 programs



75 media coverage



55,000 visitors

ACTIVITIES

We will present exciting experiences.

Opening Ceremony

Seminars/Workshops

Book Discussions

1-on-1 Business Matchmaking

Book Launches

Authors (Meet and Greet)



PROMOTIONS & PUBLICATIONS



Online Media

Social media
Digital ads
Website
Newspapers
Magazines



Elektronic Media

Radios
Televisions



Printed Media

Newspapers
Magazines



Outdoor Media

Banners
Billboards
Videotrone



Direct Promotions

Press conferences

INTERNATIONAL EXHIBITIONS

International exhibition area is allocated for publishers, agents, cultural centers, institutions, and other related companies. In 2023, international and national exhibitors will be side by side to promote their publications or programs to the public.

FACILITIES:

- Booth
- Free rights table at the Indonesia Rights Fair
- Free entry to seminars/discussions

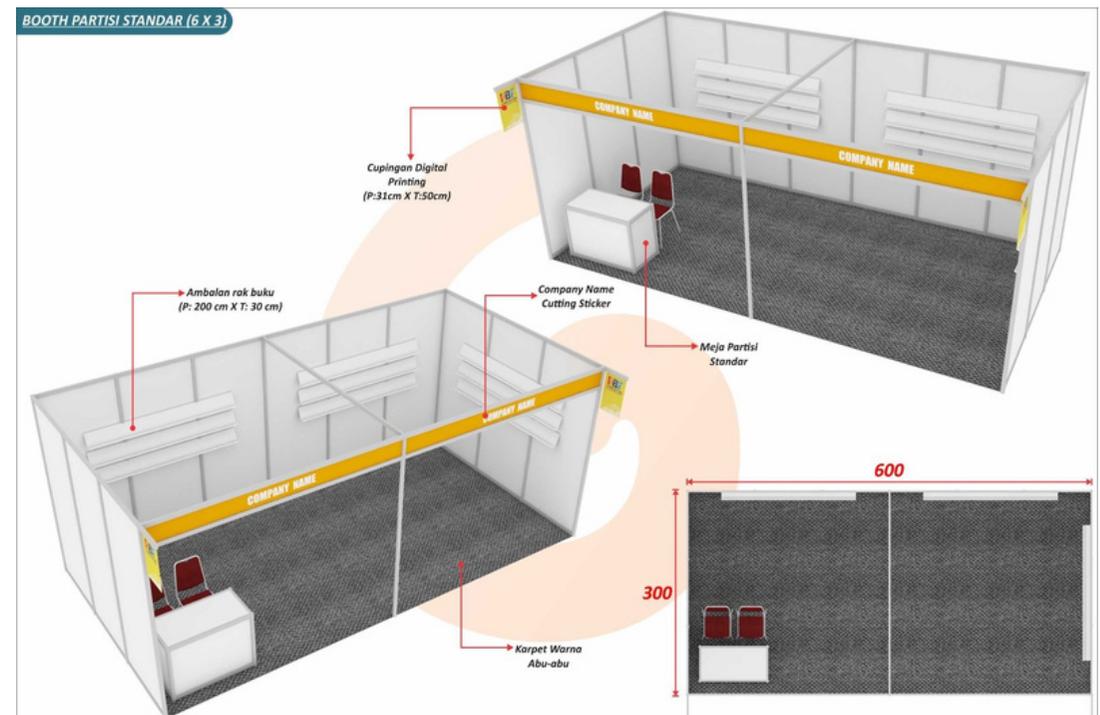


BOOTH

WE PROVIDE BOOTHS AT **US\$ 300/SQUARE METER**

STANDARD BOOTH

- White partition with aluminium structure
- Lettering of company name (digital printing on vinyl)
- 1 table and 2 chairs
- Electricity/MCB (2 ampere, 440 watts) with one socket
- 1 cube lamps (TL) of 40 watts
- Carpeted floor
- Bookshelf of Standard Booth:
 - 9 sqm booth: 6 (six) bookshelves @180 cm
 - 18 sqm booth: 9 (nine) bookshelves @180 cm
- ID card



PARTITION SYSTEM BOOTH

- White partition with aluminium structure
- Digital printing flexy
- Display table
- Floor display 244x122
- Electricity/MCB with socket
- Spot light
- ID card

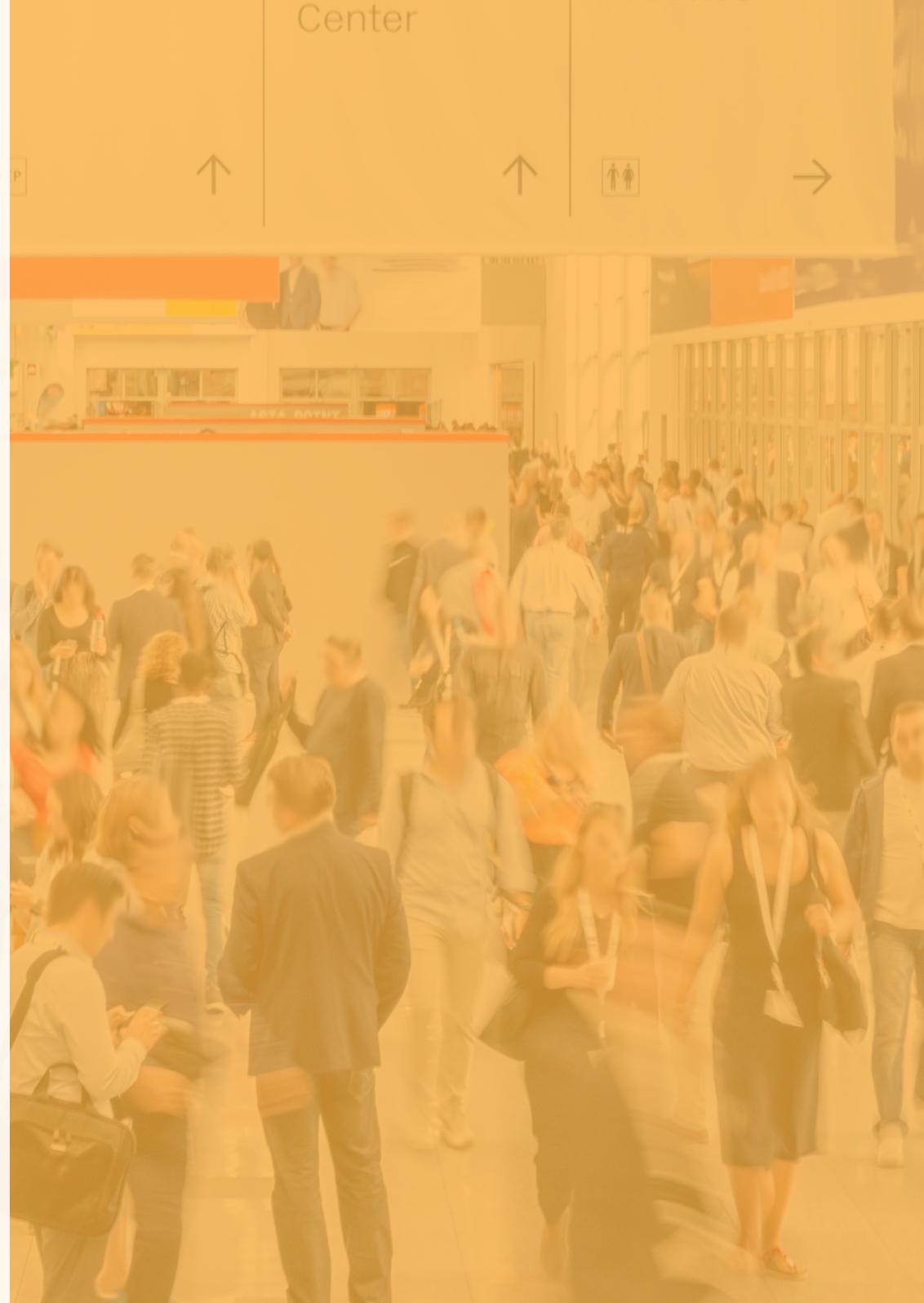


SPECIAL DESIGN BOOTH

- Plywood partition 4mm, multiplex blockboard 18mm
- Digital printing flexy
- 1 standard table (R8) and 2 chairs
- 1 dealing table with 3 chairs
- Company name cutting sticker
- Cube lamp (TL) of 40 watts and spotlight
- Standard paints finishing
- ID card

CUSTOMIZED BOOTH

- Plywood partition 4mm, 12mm
- Multiplex, blockboard 18mm
- Level melaminto or carpeted floor
- 1 cashier table and 2 cashiers
- 1 dealing table with 3 chairs
- 2 chairs
- Emboss polyfoam logo
- Printing poster korea doff
- Downlight
- Spot lamp
- Electricity/MCB with socket
- Standard paints finishing
- ID card



INDONESIA RIGHTS FAIR (IRF)

27-29 September 2023

During the book fair there will be Indonesia Rights Fair, the special place for copyrights transaction, networking activities, and meeting publishing friends worldwide. At IRF, publishers, authors, literary agents, or copyright owners can promote their copyrights to others such as publishers, movie makers, and many others.



EARLY BIRD DISCOUNT



**10%
OFF**

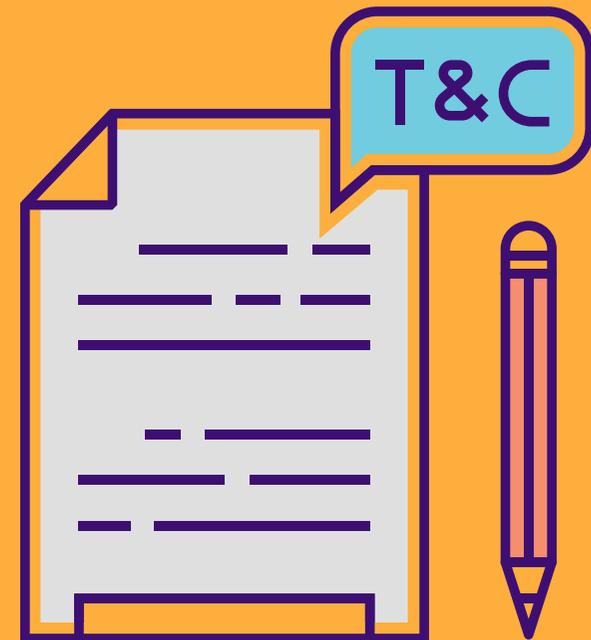
Register by May 9, 2023

BOOTH PRICE!

BOOTH	PRICE	EARLY BIRD SPECIAL PRICE FULL PAYMENT DUE MAY 9, 2023
Booth (+IRF)	US \$ 300/sqm	US \$270/sqm
IRF	US \$ 150	-

TERMS & CONDITIONS

- Candidates choose booth/area (subject to availability) and fill in the registration form (s.id/RegFormIIBF2023) and submit to the organizer. (iibf@ikapi.org, subject: IIBF/Name/Institution/Country/Booth No.)
- The selected booth/area is formally assigned to the candidate once the candidate pays the down payment.
- The selected booth cannot be handed over to another party.



CANCELLATION OF PARTICIPATION

By purchasing an exhibit booth you are confirming you have read and agreed to IIBF 2023 Policies regarding your participation in the IIBF 2023 and refunds, and cancellations as outlined below: Exhibit fees are non-refundable except as noted below.



Refunds will be provided if notice of cancellation is received by Organizer within fifteen (15) days following signed agreement execution, but no later than 12 weeks prior to the exhibition, September 27, 2023 whichever date occurs first.



If written notice of participation cancellation is received by Organizer before May 27, 2023, the Exhibitor shall pay a cancellation fee equal to 75% of the total exhibition fee.



If written notice of participation cancellation is received by Organizer on or after May 27, 2023, the Exhibitor shall pay a cancellation fee equal to 100% of the total exhibition fee



Exhibitors contracting on or after May 27, 2023, are responsible for the full (100%) exhibition fee, even in the event of cancellation any time thereafter. Any deposits made by the Exhibitor may be used to fully or partially reduce the cancellation fees described above.

PAYMENT TERMS FOR THE GROUND FAIR

*Please email the transfer slip to iibf@ikapi.org cc yusi@ikapi.org



1

Registered candidate is obliged to make **the down payment (50% of total fee)** within one week after the date of registration.

2

If the candidate fails to pay the down payment during the fixed date, the organizer has the right to redistribute **the reserved booth to another candidate.**

3

A special discount for early bird and full payment before **9 May 2023.**

4

Full payment (100%) has to be made before **August 28, 2023.**

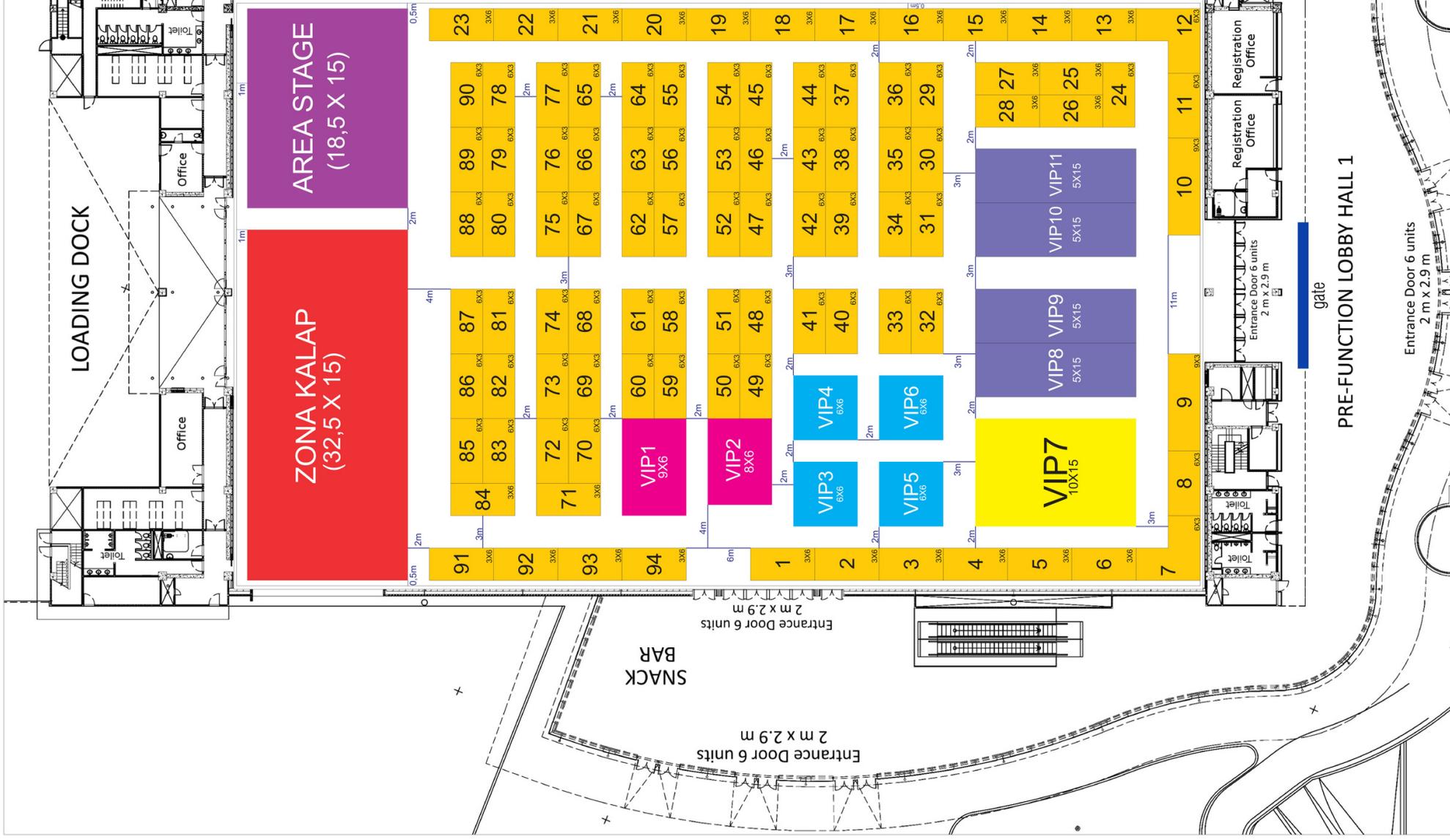
5

On the occasion that a candidate fails to make the full payment (100%) before **August 28, 2023**, the organizer has the right to cancel the participation and the down payment is **NON-REFUNDABLE.**

6

Payment is to be transferred to:
US \$ ACCOUNT NAME:
IKATAN PENERBIT INDONESIA (IKAPI)
BANK: CIMB NIAGA, GAJAH MADA
BRANCH, JAKARTA
ACCOUNT NUMBER:
800.01.2297.54.0
SWIFT CODE: BNIAIDJA

LAYOUT IIBF 2023



PRE-FUNCTION LOBBY HALL 1

Entrance Door 6 units
2 m x 2.9 m

CONTACT PERSONS

NUNG ATASANA

Email: nung.atasana@ikapi.org

DIAN ANDIANI

Email: iibf@ikapi.org

IIBF
it's a book affair

SECRETARIAT

Ikatan Penerbit Indonesia (Ikapi)

Jl. Kalipasir No. 32, Jakarta 10330

Phone. +62 21 314 1907

E-mail: iibf@ikapi.org

Website: www.indonesia-bookfair.com