



55th Warsaw International Book Fair

20–23 May, 2010

Warsaw, 15th of October 2009

Ladies and Gentlemen,

On behalf of Ars Polona S.A. I would sincerely like to invite you to the 55th International Book Fair in Warsaw – one of the world's oldest and largest events of its kind to take place in Eastern Europe.

It is our pleasure to announce that, in connection with festivities in Poland commemorating the 200th anniversary of the birth of Frederic Chopin, Chopin will be the main subject of the fair this coming May.

This great composer will be represented by his music, which will be heard during the Inauguration Concert and at many other events over the course of the Fair. This is particularly befitting for the Book Fair as numerous publications dedicated to Chopin and his work have over the years been presented at the book fair. The 55th International Book Fair, which just happens to be taking place during the much celebrated "Year of Chopin", is an excellent opportunity to applaud the achievements of both Polish and foreign publishers related to the life and work of this great composer.

Above all, the 55th International Book Fair will be a unique opportunity to celebrate the numerous accomplishments in publishing as well as to establish meaningful contacts which through cooperation will undoubtedly lead to subsequent publications.

We hope that the program of events organized for the Warsaw Book Fair will find the interest of the majority of visitors, and – much like previous years – that we will once again set an attendance record.

Yours sincerely,

Grzegorz Guzowski

President of Ars Polona S.A.



TERMS AND CONDITIONS OF PARTICIPATION

- A. The signing and sending of attendance application amounts to the agreement between Ars Polona S.A. and the person/business entity submitting the application on terms and conditions specified herein.**
- B. NAME OF THE FAIR**
55th Warsaw International Book Fair
- C. LOCATION**
Palace of Culture and Science
Plac Defilad 1, 00-901 Warszawa
(access from Marszałkowska St. and E. Plater St.)
In case of different localization the Organizer is obligated to inform about the changes 30 days before the event at latest.
- D. DATE AND OPENING HOURS**
From 20–23 May 2010:
Thursday 20.05. from 10.00 a.m. to 6.00 p.m. (professionals only)
Friday 21.05. from 10.00 a.m. to 7.00 p.m. (open day)
Saturday 22.05. from 10.00 a.m. to 7.00 p.m. (open day)
Sunday 23.05. from 10.00 a.m. to 5.00 p.m. (open day)
Celebration of the 55th WIBF Opening – 19.05., 7.00 p.m.
Fair Opening – the 20.05., 12.00 a.m., Main Hall of the Palace of Culture and Science – free admission;
Meeting for exhibitors – the 22.05., 8 p.m.
- E. ORGANIZER**
ARS POLONA S.A.
Office for International Book Fair
25 Obrońców St., 03-933 Warsaw, Poland
Tel.: +48 22 509 86 35, +48 22 509 86 09
Fax: +48 22 509 86 30, +48 22 509 86 10
E-mail: bookfair@arspolona.com.pl
www.arspolona.com.pl
www.bookfair.pl
- F. EXHIBITORS**
The following exhibitors will take part in the 55th Warsaw International Book Fair: publishing, printing and multimedia companies, associations and foundations as well as other cultural institutions.
During the Fair the sale of books, press, multimedia and other products is allowed provided it is agreed with the Organizer.
- G. ATTENDANCE APPLICATION**
- In order to participate in the Fair, all applicants must submit, at the Organizer's address, the original of attendance application attached hereto – **Attachments I–IV** – **by 31 January 2010 at the latest**. The application must be filled in legibly, bear no corrections or supplements (in block letters or typed) and be **duly signed by an authorized person**. Applications submitted after the above date shall be examined conditionally, in chronological order, depending on the amount of exhibition space available upon their receipt.
 - Order acceptance shall be confirmed by a pro-forma document** made out and forwarded to the Exhibitor by the Organizer.
 - Each Exhibitor must provide information about the represented company for the purposes of its compulsory entry into the Catalogue of Exhibitors – **Attachment V. The Organizer takes no responsibility for the content of entries.**
 - The allotment and location of stands shall be decided on by the Organizer. The Exhibitor's special requests will be taken into account depending on the possibility of their fulfillment – in chronological order.
- The Organizer reserves the right to change the location of a stand if a justified cause shall arise. Without prior consent, the Organizer does not allow for the entirety or a part of the stand to be used by third parties for a fee or free of charge.
- H. PROGRAMME OF THE BOOK FAIR**
During the Fair many events will be held related to the promotion of books and culture. As an Organizer, Ars Polona will cooperate with Exhibitors on their preparation. It would be much appreciated if you provided us with detailed information about the actions you are planning so that together we could assure their best possible organization.
Information about the planned events must be submitted on a separate form – **Attachment VI** by the **7th of April 2010** at the latest.
- I. EXPOSITION**
- The exposition shall comprise: books, magazines, maps, atlases, postcards, scores, audio and video recordings as well as multimedia publications. Exhibits other than the abovementioned ones may be presented at the stand provided their presentation was consulted with the Organizer.
 - During the Fair exhibits may be put on sale.
 - The Exhibitor **shall arrange the exhibits** according to his/her own preferences on the day preceding the Fair i.e. the **19th of May 2010 from 12.00 a.m. to 10.00 p.m.**
 - Exhibits shall be removed** from stands following the ending of the Fair **on the 23th of May 2010 from 5.00 p.m. to 8.00 p.m.** The Organizer refuses to take any responsibility for the objects left at the event site after the ending of the Fair i.e. after 5 p.m.
 - Exhibits must not be placed beyond the space purchased by the Exhibitor from the Organizer.
 - The organizer reserves the right to reject any expositions deemed dangerous or inappropriate.
 - In the case of installation of personal equipment and furnishings at Exhibitor's stand, the Exhibitor will be assessed with an additional fee in amount of 100% of listed values for elements replaced by Exhibitor's personal furnishings.**
 - Advertisements, promotional materials or other objects put on display by the Exhibitor beyond the area of the purchased stand shall constitute a basis for the Organizer to charge the Exhibitor with an amount of 200% of the fee paid by the Exhibitor.
 - Equipment presentations, artistic shows and other promotional activities of the Exhibitor must be consulted with the Organizer in advance and cannot hinder or prevent the operation of other stands or the free movement of participants and public.
 - The amplification or audiovisual equipment kept within the stand area shall be used in the way not disturbing the operation of adjacent stands.
 - The Exhibitor is obliged not to remove the exposition prior to the official ending date of the Fair i.e. the 23th of May 2010 before 5.00 p.m.**
 - The Exhibitor keeping electric/electronic equipment or other valuable exhibits within the stand area shall submit to the Organizer's Office a written list of stand fittings in order to receive an appropriate document that gives authorization to take away the equipment on the ending date of the Fair.
 - Smoking is strictly forbidden at the Fair.**
- J. STAND: ASSEMBLY AND DISMANTLING**
- A standard stand with the Exhibitor's signboard (frieze with inscription) shall be prepared by the Organizer. The lettering and design of the company's name will be harmonized with the Fair's



standards. Signposts of Exhibitors shall be standardized and form an integral part of the Fair's design. Stand fittings, including the signpost, shall be made available to the Exhibitor in the form of a lease only for the duration of the Fair.

2. It is not permitted to paste over the standard stand signboards with the Exhibitor's own material. Pasting of signboards empowers Organizer to disassemble the personal materials of the Exhibitor and assess him a penalty fee in an amount equivalent to 100% of the signboard value.
3. The Organizer envisages the possibility that the Exhibitor modifies the stand according to his/ her own design, however, only after the design has been consulted with and approved by the Organizer. **Exhibitor shall supply the design by the 31st of March 2010. Materials used for the construction and decoration must have a fire-safety certificate.**
4. The assembly of stands constructed by the Exhibitor with his/her own means takes place on the 18th and the 19th of May 2010 between 10.00 a.m. and 10.00 p.m.
5. The dismantling of stands constructed by the Exhibitor with his/her own means takes place on the 23th of May 2010 from 5.00 p.m. to 10.00 p.m. and on the 24th of May 2010 from 8.00 a.m. to 10.00 p.m.
6. The Exhibitor shall bear the total financial responsibility for the equipment and stand fittings provided by the Organizer. Costs of all damage and losses arising from improper use of the stand shall be incurred by the Exhibitor.
7. It is not permitted to place exhibits or advertisements on the walls of the stand which could result in permanent damage to structure. Should any devastation or damages to the equipment be stated the Exhibitor will be charged with 100% of value of the new equipment.
8. Any electrical works within the stand may be performed exclusively by the persons possessing the Organizer's authorization.
9. **It is strictly forbidden to stick any materials on architectural elements of the Palace of Culture and Science** (walls, floors, columns, stairs etc.). Should any irregularities be stated, the Exhibitor will incur all costs calculated by the authorities of the Palace of Culture and Science.

K. ADMISSION TO THE FAIR

1. Within the payment made for the entry into the Catalogue, the Exhibitor shall be given one Catalogue of Exhibitors and one Agenda of Accompanying Events and additionally one Agenda of Accompanying Events for each Sub-exhibitor. **Cards of Admission shall be allotted depending on the ordered stand area:**

- up to 4 sq. m – 3 Cards of Admission
- each next 2 sq. m of ordered space entitles to 1 Card of Admission
- **free admission** – for Authors and Translators invited to the meeting agreed with the Organizer.

We also inform you that Cards of Admission for Exhibitors shall be valid throughout the Fair as well as for the time of assembly and dismantling.

2. **The Exhibitor shall be obliged to assure admission to the Fair for the guests they have invited.** Invitations to associated events do not entitle their holder to enter the Fair. **Cards of Admission and tickets can be acquired at the registered seat of Ars Polona S.A. from the 10th of May 2010, in room no. 103.**
3. Permanent Cards of Admission shall be valid from the 20th to 23rd of May 2010.

L. TERMS OF PAYMENT

1. Amounts due for stand rental and services shall be specified in the PRICE LIST OF THE 55th Warsaw International Book Fair.

2. The payments shall be made by the Exhibitor following the receipt of pro-forma document, within the period specified therein.

The Exhibitor shall receive a VAT invoice after the stand rental fee has been paid.

3. After placing the order the Organizer is entitled to issue invoices without the signature of the Exhibitor.
4. Payments shall be made to the bank account of:
ARS POLONA S.A.
Bank ING Bank Śląski
Account no.: PL 57 1050 1025 1000 0023 3808 2601
(bank fees shall be covered by the Exhibitor).
5. **The Organizer shall be entitled to annul the Exhibitors' participation** in the Fair without the right to claim damages in virtue thereof **if the stand rental fee has not been paid** to the Organizer's bank account **within the period specified** in the pro-forma document.

L. SECURITY AND INSURANCE

1. Surveillance and security of stands beyond the Fair's opening hours shall be provided for by the Organizer. The whole area of the Fair shall be protected round-the-clock by professional security and protection services. During the opening hours, responsibility for the exhibits presented at the stands shall be assumed by the Exhibitor.
2. The Organizer shall not insure or take responsibility for the Exhibitor's property. Exhibitors taking part in the Fair shall themselves insure the property against burglary, fire and other misfortunes.
3. The Organizer shall not be liable for damages resulting from theft, fire, gale, stroke of lightning, explosion, flooding, cuts in power supply or other causes beyond the control of the Organizer.
4. The Organizer shall not be liable for the change of date, cancellation or closing of the Fair earlier than scheduled nor for the changes in organizational or financial conditions caused by force majeure or the order of state or local authorities.
5. Valuable objects shall be secured by the Exhibitor individually.

M. RESIGNATION FROM PARTICIPATION

The resignation from taking part in the 55th Warsaw International Book Fair shall be made in writing otherwise being null and void. The date of participation canceling shall be the date of receipt by the Organizer of the letter of cancellation. A free of charge cancellation can take place not later than **by the 31st of March 2010**. Participation canceling **from the 1st of April 2010 to the 15th of April 2010** results in the obligation to pay 50% of the value of pro-forma document confirming the admission of an applicant in virtue of failure to comply with the terms of agreement between the Organizer and the Exhibitor. Withdrawal from taking part in the Fair **following the 15th of April 2010** results in charging the Exhibitor with contractual penalty in the amount of 100% of the sum specified in the pro-forma document confirming the admission of an applicant.

N. TROLLEYS

Trolleys for the transport of books within the exhibition space in the Palace of Culture and Science shall be at the Exhibitor's disposal in room no. 415, 4th floor.

Trolley rental for up to 1 hour – free of charge. Payment per each started hour. – PLN 2,00.

O. PARKING SPACE

Parking cards can be bought in the Palace of Culture and Science, 6th floor, room 604, phone: +48 22 656 63 49

Parking fees:

passenger car – PLN 30.00 /day.

delivery truck – PLN 120.00 /day.



P. CLAIMS AND COMPLAINS

1. The Exhibitor shall have the right to make complaints in matters related to order realization (stand fittings) not later than one day before the starting date of the Fair i.e. the 19th of May 2010 until 8 p.m.
2. All claims and complaints resulting from participation in the fair should be submitted in written form before completion of the final day of the fair. No claims or complaints will be accepted at later dates.

Q. FINAL PROVISIONS

1. Exhibitors participating in fairs organised by Ars Polona S.A. are obliged to become acquainted with and adhere to all rules and regulations of the facility hosting the fair.
2. The organiser reserves the right to cancel, shorten, delay events in part or in full due to circumstances beyond his control.
3. In the cases defined in point 2, with the exception of cancellation of events for the Organiser's own personal reasons, the

Exhibitor is not entitled to any compensation or reduction of fees for participation in an event.

4. In case of cancelation of events for the Organiser's own personal reasons, the Exhibitor is only entitled to the refund of payments previously submitted without any additional interest charges.

In matters not regulated by these "Terms and Conditions of Participation" the provisions of Polish Civil Code shall apply. Any disputes arising from the fulfillment of provisions included in "The Terms and Conditions of Participation" shall be submitted to the settlement of a civilian court competent for the registered seat of the Organizer.

CAUTION!!! Please note that as of the 19th of May 2010, the Organizer's Office will be in the Palace of Culture and Science – phone: +48 22 656 72 40.

Warsaw, October 2009.

**PRICE LIST**

No.	Area / Equipment and furnishing	Measure unit	Price (net) in EUR
1.	Area with carpeting (standard equipment ordered from the Organizer)	1 m ²	147
2.	Area with carpeting (furnishing delivered by the Exhibitor)	1 m ²	221
3.	Area with carpeting (standard equipment ordered from the Organizer) in sector C	1 m ²	120
4.	Area with carpeting (furnishing delivered by the Exhibitor) in sector C	1 m ²	183
5.	Storage area with carpeting (curtain + panel walls)	1 m ²	96
6.	Bookstand, illuminated (panel wall 100 x 240 + 4 shelves + 2 searchlights)	1 piece	75
7.	Storeroom bookstand	1 piece	52
8.	Bookshelf	1 piece	21
9.	Counter with a table-top (90 x 100 x 50 cm)	1 piece	47
10.	Arched counter	1 piece	52
11.	Showcase, glazed (90 x 100 x 50 cm)	1 piece	52
12.	A cabinet unit to be placed under the bookstand (70 x 100 x 50 cm)	1 piece	47
13.	Table (round)	1 piece	21
14.	Table (square)	1 piece	21
15.	Bar table	1 piece	26
16.	Bar stool	1 piece	12
17.	Chair	1 piece	16
18.	Panel wall (50 x 240 cm)	1 piece	26
19.	Panel wall (100 x 240 cm)	1 piece	32
20.	Folding door	1 piece	35
21.	Electric socket	1 piece	32
22.	Extra light (spotlight)	1 piece	26
23.	Telephone (installation + set)	1 piece	204
24.	Refrigerator + 24h socket	1 piece	77
25.	Coat rack	1 piece	10
26.	Altered colour set	1 m ²	17
27.	Frieze (95 x 30 cm) – obligatory for each meter of the stand length	1 piece	9
28.	Inscription on the frieze – obligatory	1 piece	43
29.	Logo on the frieze	1 piece	61
30.	Logo in the catalogue (black and white)	1 piece	59
31.	Entry in Exhibitors' Catalogue (up to 250 printing characters) – obligatory	1 piece	92
32.	Sub-Exhibitor's entry in the catalogue (up to 150 printing characters)	1 piece	61
33.	Each additional 150 print characters started	1 piece	61
34.	Internet listing (up to 250 printing characters)	1 piece	32
35.	Internet connection	1 piece	117
36.	Additional Internet connection	1 piece	47
37.	Mickiewicz hall (60 seats)	1 hour	154
38.	Puszkina hall (60 seats)	1 hour	154
39.	Goethe hall (120 seats)	1 hour	186
40.	Gałczyński hall (120 seats)	1 hour	186
41.	Rudniew hall (120 seats)	1 hour	306
42.	Translator	4 days	290

IMPORTANT NOTE: To all prices will be added 22% VAT

The side panel walls (min. 50 x 240) are obligatory.

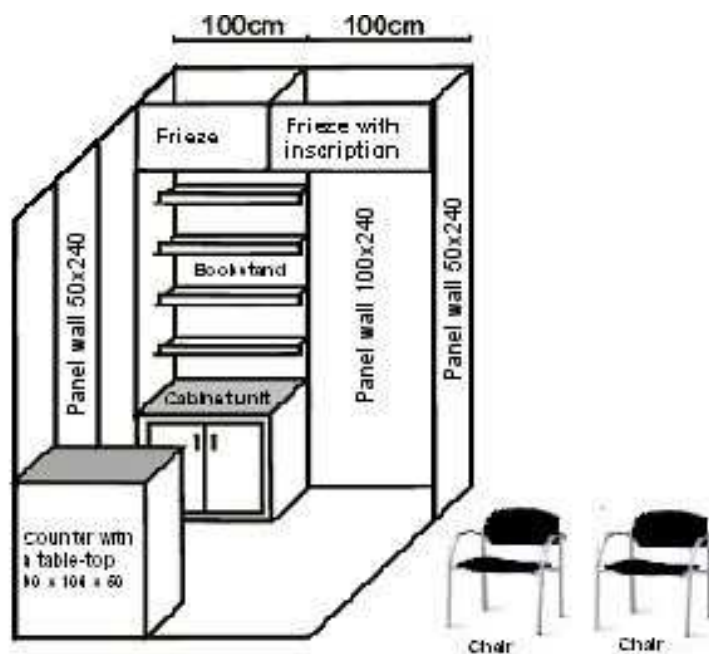
Cleaning and 24-hour security service included in the stand price.



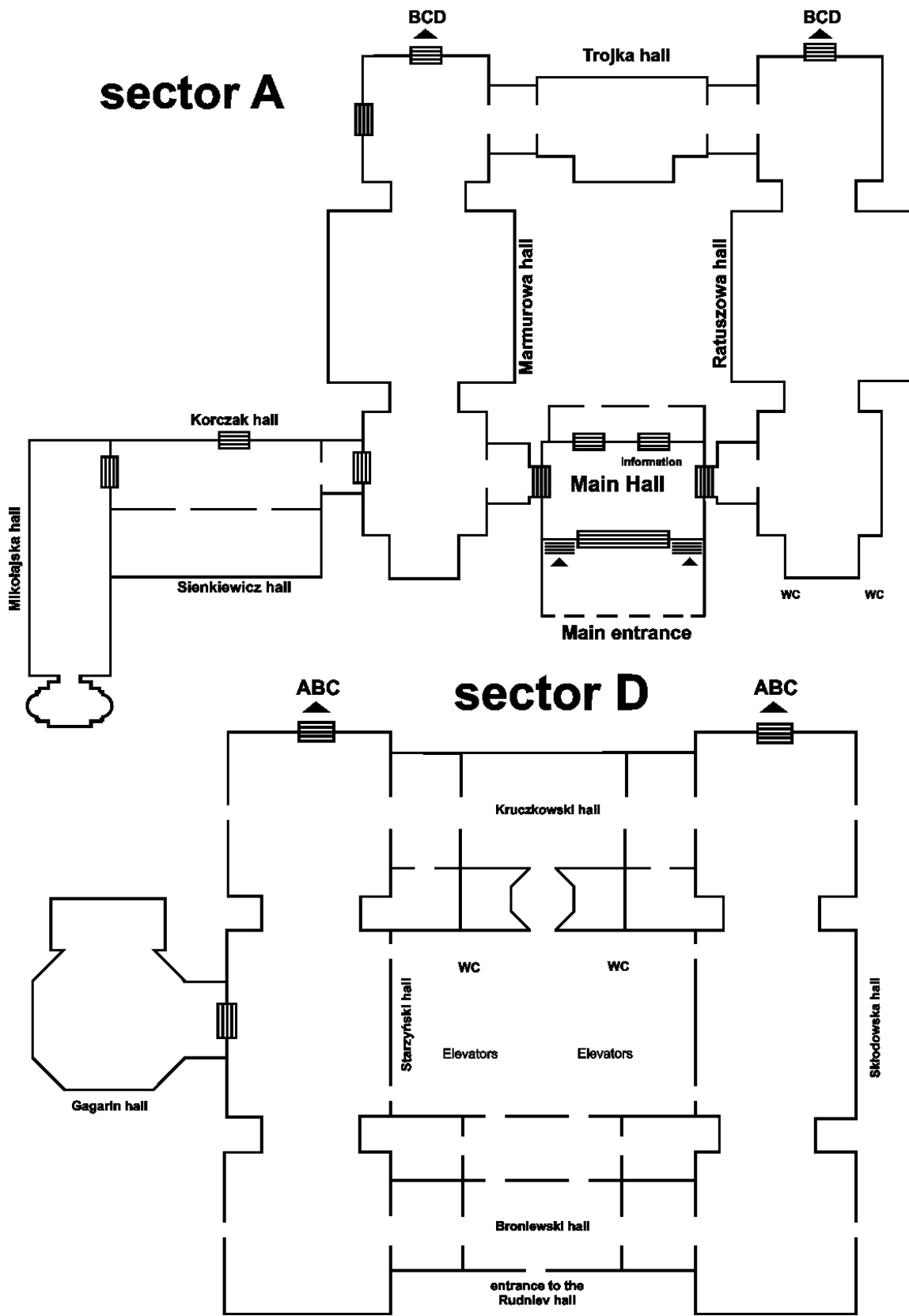
EXEMPLARY STAND'S FURNISHING – 4 sq.m.

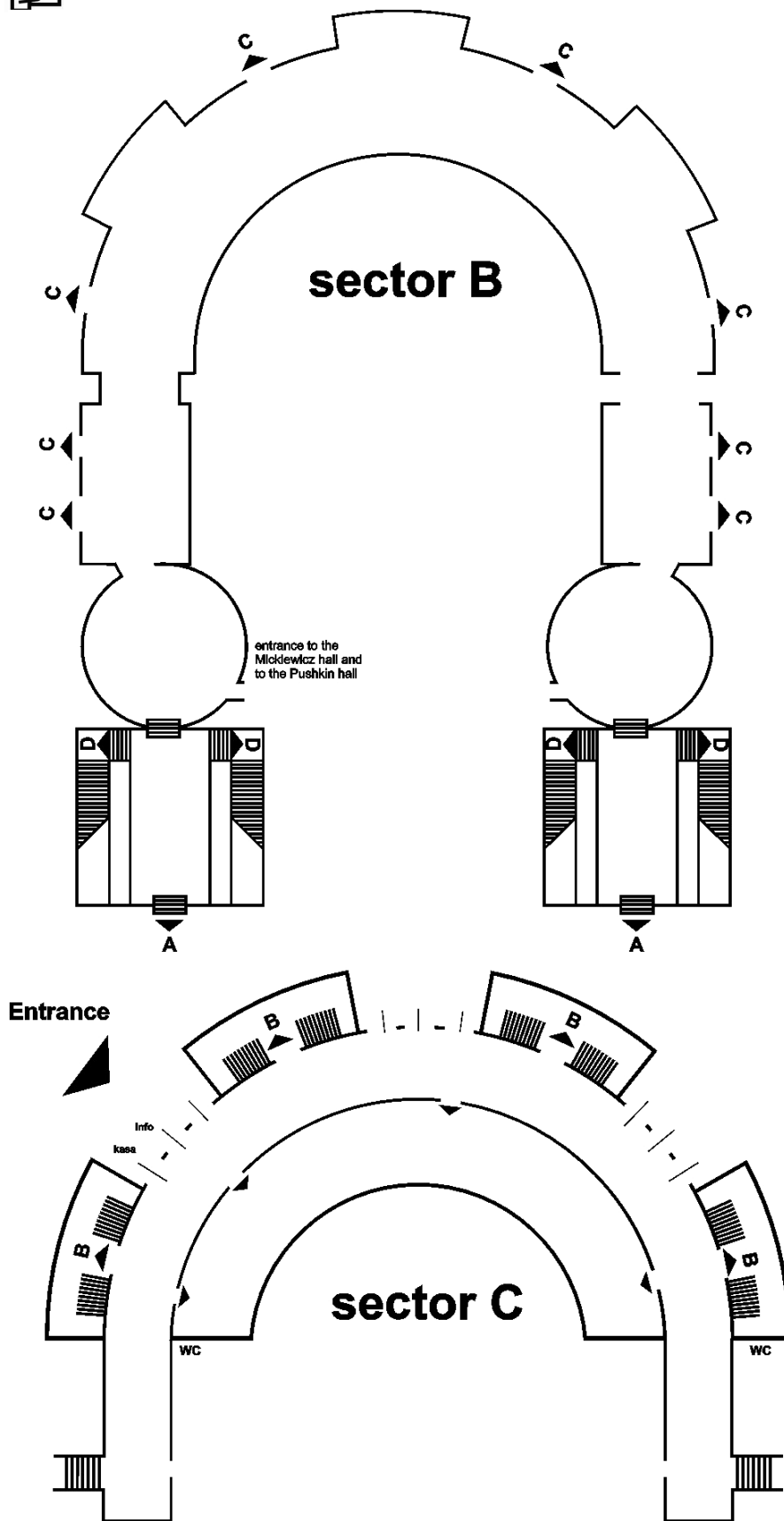
Description	Number ordered	Price (net) EUR	Value (net) EUR
Area with carpeting	4 m ² (2 x 2)	147	588
Illuminated bookstand (panel wall 100 x 240 + 4 shelves & 2 searchlights)	1 piece	75	75
Panel wall 100 x 240 (back)	1 piece	32	32
Panel wall 50 x 240 (side)	5 pieces	26	130
A cabinet unit to be placed under the bookstand	1 piece	47	47
Counter with a table-top	1 piece	47	47
Chair	2 pieces	16	32
Frieze (95 x 30)	2 pieces	9	18
Inscription on the frieze	1 piece	43	43
Entry in Exhibitors' Catalogue (up to 250 printing characters)	1 piece	92	92
TOTAL			1104

To all prices will be added 22% VAT



The side panel walls (min. 50 x 240) are obligatory.
Frieze (95 x 30 cm) – obligatory for each meter of the stand length.
Inscription on the frieze – obligatory.







I DECLARATION OF PARTICIPATION

(Entry deadline: January 31, 2010)

Please fill-in this document in a legible manner, using block or typed letters

Name of Company (for the purpose of invoicing)
TAX (VAT) Registration No.
Street
Postcode, city/location
Telephone, fax no.
E-mail, Internet
Bank account No.
Contact (name)
Contact (telephone no.)
Contact (e-mail)

Date, signature, company seal

II THEMATIC CLASSIFICATION

Scientific publications	Children's and youth literature	Music publications
Technical and business publications	Books on art, reproductions	Multimedia
Encyclopaedias, dictionaries	Contemporary and classical fiction	Other

**III STAND ORDER FORM** (Entry deadline: January 31, 2010)

No.	Area / Equipment and furnishings	Measure unit	Number ordered	Number assigned
1.	Area with carpeting (standard equipment ordered from the Organizer)	1 m ²		
2.	Area with carpeting (furnishing delivered by the Exhibitor)	1 m ²		
3.	Area with carpeting (standard equipment ordered from the Organizer) in sector C	1 m ²		
4.	Area with carpeting (furnishing delivered by the Exhibitor) in sector C	1 m ²		
5.	Storage area with carpeting (curtain + panel walls)	1 m ²		
6.	Bookstand, illuminated (panel wall 100 x 250 + 4 shelves + 2 searchlights)	1 piece		
7.	Storeroom bookstand	1 piece		
8.	Bookshelf	1 piece		
9.	Counter with a table-top (90 x 100 x 50 cm)	1 piece		
10.	Arched counter	1 piece		
11.	Showcase, glazed (90 x 100 x 50 cm)	1 piece		
12.	A cabinet unit to be placed under the bookstand (70 x 100 x 50 cm)	1 piece		
13.	Table (round)	1 piece		
14.	Table (square)	1 piece		
15.	Bar table	1 piece		
16.	Bar stool	1 piece		
17.	Chair	1 piece		
18.	Panel wall (50 x 240 cm)	1 piece		
19.	Panel wall (100 x 240 cm)	1 piece		
20.	Folding door	1 piece		
21.	Electric socket	1 piece		
22.	Extra light (spotlight)	1 piece		
23.	Telephone (installation + set)	1 piece		
24.	Refrigerator + 24h socket	1 piece		
25.	Coat rack	1 piece		
26.	Altered colour set	1 m ²		
27.	Frieze (95 x 30 cm) – obligatory for each meter of the stand length	1 piece		
28.	Inscription on the frieze – obligatory	1 piece		
29.	Logo on the frieze	1 piece		
30.	Logo in the catalogue (black and white)	1 piece		
31.	Entry in Exhibitors' Catalogue (up to 250 printing characters) – obligatory	1 piece		
32.	Sub-Exhibitor's entry in the catalogue (up to 150 printing characters)	1 piece		
33.	Internet listing (up to 250 printing characters)	1 piece		
34.	Each additional 150 print characters started	1 piece		
35.	Internet connection	1 piece		
36.	Additional Internet connection	1 piece		
37.	Mickiewicz hall (60 seats)	1 hour		
38.	Puszkina hall (60 seats)	1 hour		
39.	Goethe hall (120 seats)	1 hour		
40.	Gałczyński hall (120 seats)	1 hour		
41.	Rudniew hall (120 seats)	1 hour		
42.	Translator	4 days		

To all prices will be added 22% VAT

Date, signature, company seal



IV INSCRIPTION ON FRIEZE ORDER FORM

(Entry deadline: January 31, 2010)

Please fill-in this document in a legible manner, using block or typed letters

THE INSCRIPTION SHOULD CONTAIN COMPANY NAME AND COUNTRY

INSCRIPTION CONTENT:

.....
.....

I would like to order the logo on the frieze:

YES

NO

(Please send us your logo on a CD or by e-mail in tiff. format, 300 dpi to the address: bookfair@arspolona.com.pl)

V EXHIBITOR'S CATALOGUE ENTRY

(Entry deadline: January 31, 2010)

Please send us your entry to Exhibitors' Catalogue (up to 250 printing characters) on a CD or by e-mail to the following address: bookfair@arspolona.com.pl The Organizer takes no responsibility for the content of entries.

Company information to be printed in the catalogue

Company
Place under index letter
Street
PO box, postal code, city, country
Telephone, fax
Internet, e-mail
Represented by (name, position)

Brief Company description (up to 250 characters) in English – electronic version is essential

.....
.....
.....

I would like to order the catalogue logo

(please deliver the Company logo on a CD or by e-mail in tiff. format, 300 dpi to the following address: bookfair@arspolona.com.pl)

Contact person (name, tel., fax, e-mail)

Date, signature, company seal

**VI ACCOMPANYING EVENT'S APPLICATION FORM**

(Entry deadline: April 7, 2010)

Please complete legibly (in block letters or on a typewriter/computer) in English and deliver to the Organizer on a CD or by e-mail to the following address: bookfair@arspolona.com.pl

Organizer:

Type of event (mark where appropriate):

<input type="checkbox"/> Seminar	<input type="checkbox"/> Book promotion
<input type="checkbox"/> Meeting with author	<input type="checkbox"/> Other:
<input type="checkbox"/> Press conference	

1. Brief event description (for the Accompanying Events' Calendar) in English

Date	Hour
Stand no.	
Room	Sector
Other location	
Additional requests (equipment, etc.)	
Contact person (position, name, tel., fax, e-mail)	
This event is open to the public / not open to the public	

2. Brief description of event (for the Accompanying Events' Calendar) in English

Date	Hour
Stand no.	
Room	Sector
Other location	
Additional requests (equipment, etc.)	
Contact person (position, name, tel., fax, e-mail)	
This event is open to the public / not open to the public	

The Exhibitor shall acquire Admission Cards for all invited guests (free admission for Authors and Translators invited to the meeting agreed with the Organizer).

The Exhibitor undertakes to pay for the ordered hall and equipment related to the accompanying event.

Date, signature, company seal



Mickiewicz Hall – equipped with a square table for 60 persons seating in comfortable armchairs. The hall can be equipped with a projection screen.



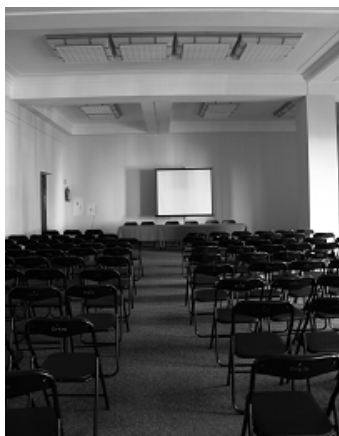
Rudniew Hall – elliptic hall equipped with 120 elegant armchairs arranged in 3 rows with tables, in front of them there is a conference table. The hall is equipped with booths for simultaneous translation. The hall can be equipped with a projection screen.



Puszkin Hall – equipped with an oval table for 60 persons seating in comfortable armchairs. The hall can be equipped with a projection screen.



Gałczyński Hall – a conference hall equipped with 120 chairs and a conference table. The hall can be equipped with a projection screen.



Goethe Hall – a conference hall equipped with 120 chairs and a conference table. The hall can be equipped with a projection screen.

**VII CATALOGUE ADVERTISEMENT ORDER FORM**

(Entry deadline: April 7, 2010)

Company (for the purpose of invoicing):

Address:

TAX (VAT) Registration No.:

Contact (name, telephone):

We hereby commission for placing a commercial advertisement in the Exhibitors' Catalogue of the 55th Warsaw International Book Fair, in the format as follows:

No.	Module	Format*	Type	Price(net)EUR	No. of units ordered
1.	module A	1 whole page (117 x 210 mm)*	colour	260	
2.	module 1/2 A	½ page (95 x 95 mm)	colour	145	
3.	module B	1 whole page (117 x 210 mm)*	black and white	185	
4.	module 1/2B	½ page (95 x 95 mm)	black and white	115	
5.	cover	Inner (pp. 2 & 3) (117 x 210 mm)*	colour	645	
6.	cover	outer (p. 4) (117 x 210 mm)*	colour	850	

To all prices will be added 22% VAT

* **Margins of 5 mm** from each external edge of the ad, graphical elements and texts should not appear any closer than 5 mm from page edge (not applicable to elements to be placed as entirely stretching toward the external edge).

* Advertisement should be sent **in tiff. format, resolution 300 dpi and separation CMYK** on a CD or by e-mail to the following

address: bookfair@arspolona.com.pl

The payment shall be made by the ordering Company following the receipt of pro-forma invoice, within the period specified therein. VAT invoice will be sent to the ordering Company when the payment is effected.

Date, signature, company seal

NOTE:

1. ARS POLONA S.A. reserves the right not to process the order if ready-to-print materials are not delivered by April 7, 2010.
2. For additional information please contact the Warsaw International Book Fair Office:
tel.: +48 22 509 86 35, +48 22 509 86 09
fax: +48 22 509 86 30
3. Submitted materials shall not be returned.



VIII HOTEL RESERVATION



All interested exhibitors are kindly asked
to contact:

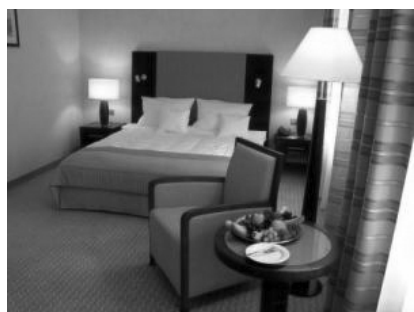
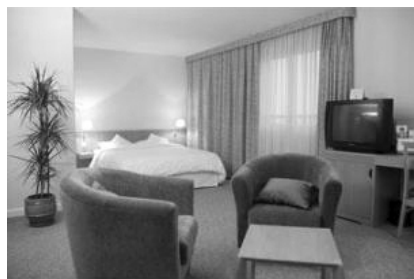
Ars Polona S.A.

Office for International Book Fair:

tel.: +48 22 509 86 35, +48 22 509 86 09

fax: +48 22 509 86 30, +48 22 509 86 10

e-mail: bookfair@arspolona.com.pl





INTERNATIONAL FORWARDERS

C. HARTWIG WARSZAWA S.A.
4 Równoległa Street, 02-235 Warsaw

WELCOME TO C. HARTWIG WARSZAWA S.A. INTERNATIONAL FORWARDERS

**THE LEADING FORWARDING COMPANY IN POLAND AND THE OFFICIAL FORWARDER
AT THE 55th WARSAW INTERNATIONAL BOOK FAIR 20–23 MAY, 2010.**

C.HARTWIG Warszawa S.A are pleased to have this opportunity to be of service to you and will provide a flexible and quantity range of services to all participants. Whilst you are free to use your own sub-contractor up to arrival at the door of exhibition hall, we are able to offer you customs clearance, transportation as well as on-site operation under the supervision of our experienced staff. **Please read our instruction carefully as failure to comply may lead to unnecessary delays in clearance and additional expenses.**

For any enquiry please contact C.Hartwig Warszawa

Fair Department: 4 Równoległa St., 00-235 Warsaw, Poland

tel.: +48 22 574 98 06; +48 22 5749737; fax: +48 22 574 98 04

e-mail: expo@c.hartwig.pl l.kosno@c.hartwig.pl contact person: Mrs. Ligia Kosno

b.kiermasz@c.hartwig.pl, contact person: Mrs. Bożena Kiermasz

Mounting days: 19.05.2010; dismounting days: 23.05.2010.

CONSIGNMENT ARRIVAL DATES:

- **truck shipments via warehouse** – deadline: 11th May in our warehouse in 4 Równoległa St.

- **truck shipment directly to the Palace of Culture and Science:** 12–13th May

- **air shipment have to arrive at the airport Okęcie:** deadline: 11th May

ADDRESSING OF CONSIGMENTS:

C.HARTWIG Warszawa S.A.

Wystawy i Targi / Fairs & Exhibition Dept.

with destination for: Warsaw International Book Fair – Palace of Culture and Science

Plac Defilad 1

MARKING OF CASES:

Warsaw International Book Fair – Palace of Culture and Science

Exhibitor:

Stand no.:

ADDRESSING OF INVOICES:

C.HARTWIG Warszawa S.A.

Równoległa 4

02-235 WARSZAWA

C/O Warsaw International Book Fair – Palace of Culture and Science

Exhibitor:

Stand no.:

DOCUMENTS FOR CUSTOMS CLEARANCE:

3 copies of pro-forma invoices / specifications (1 original + 2 duplicates) in English or German.

IF YOU SEND YOUR GOODS WITHOUT ORIGINAL INVOICES, WE CAN NOT GUARANTEE TO MAKE CUSTOMS CLEARANCE.

The invoice / specification should show: exhibitors name, kinds of goods, worth of goods (unit value, total value in USD or EURO),

quantity of colli, gross / net weight, country of origin, terms of delivery, stand number. **PLEASE ALSO WRITE IF BOOKS ARE MARKED BY ISBN SIGN.** Invoices have to correspond with specification.

We underline that you should prepare invoices for exhibits, advertising materials, gifts destined for distribution or usage during show. We would like to mention that all advertising materials which value will exceed USD 100 will be subject to appropriation of customs duty (duty + tax).

WE WOULD LIKE TO PAY YOUR ATTENTION TO THE FACT THAT TRUCK MAY BE UNLOADED AFTER PREPARATION OF ALL NECESSARY CUSTOMS DOCUMENTS. FOR THIS REASON YOU ARE REQUESTED TO SEND COPY OF INVOICES / SPECIFICATION TO OUR ADDRESS BY FAX NO. +48 22 574 98 04 AT LEAST 5 DAYS BEFORE ARRIVAL OF THE SHIPMENT.

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