



CLEVER FOX PUBLISHING

New Delhi World Book Fair

2024

Visit Our Website
cleverfoxpublishing.com

☎ +91 9353791933





Welcome to the New Delhi World Book Fair 2024!

Schedule: 10-18 February 2024, 11:00 AM to 8:00 PM

Venue: Pragati Maidan, New Delhi

Organised by: NBT, India (Ministry of Education,
Government of India) & ITPO

CLEVER FOX PUBLISHING



Clever Fox Publishing is excited to announce our participation in the esteemed New Delhi World Book Fair 2024. We extend a warm invitation to authors, bibliophiles, and literature enthusiasts to join us at this grand celebration of books and stories.



KEY HIGHLIGHTS OF THE BOOK FAIR



Footfall of 15 lakhs+



Participation of 40,000+ Publishers



Presence of 10,000+ Authors

Source: Data taken from the web from past events



A World of Words Awaits
The New Delhi World Book Fair 2024 is a vibrant literary extravaganza that brings together the best of the publishing world. With millions of attendees, thousands of authors, and an array of publishers, this is an exceptional opportunity to connect with the literary community.

STEPS TO PARTICIPATE



Contact us

Fill out the contact form <https://forms.gle/DQimXiPmwvPmJ1857>, and we will schedule a call to discuss your participation. Alternatively, contact our publishing consultant directly at +91 9353791933 or publish@cleverfoxpublishing.com.



Consultation

Our team of publishing experts is here to guide you in selecting the most suitable package for your needs.



Early Bird Offer

Register before November 15, 2024, to avail of our exclusive early bird discount.



Book Fair

Registration closes on January 1, 2024, except for book launch. Secure your spot now!



Confirmation

After completing your registration and payment, our consultants will send you a confirmation email.

PACKAGES

To know more about these packages, please get in touch with our consultants.



Book Display

Book your shelf space in our spacious Stall and let readers discover your story. We've allocated a print budget of Rs 1000 for this package. Contact our consultant if you require more copies for display.

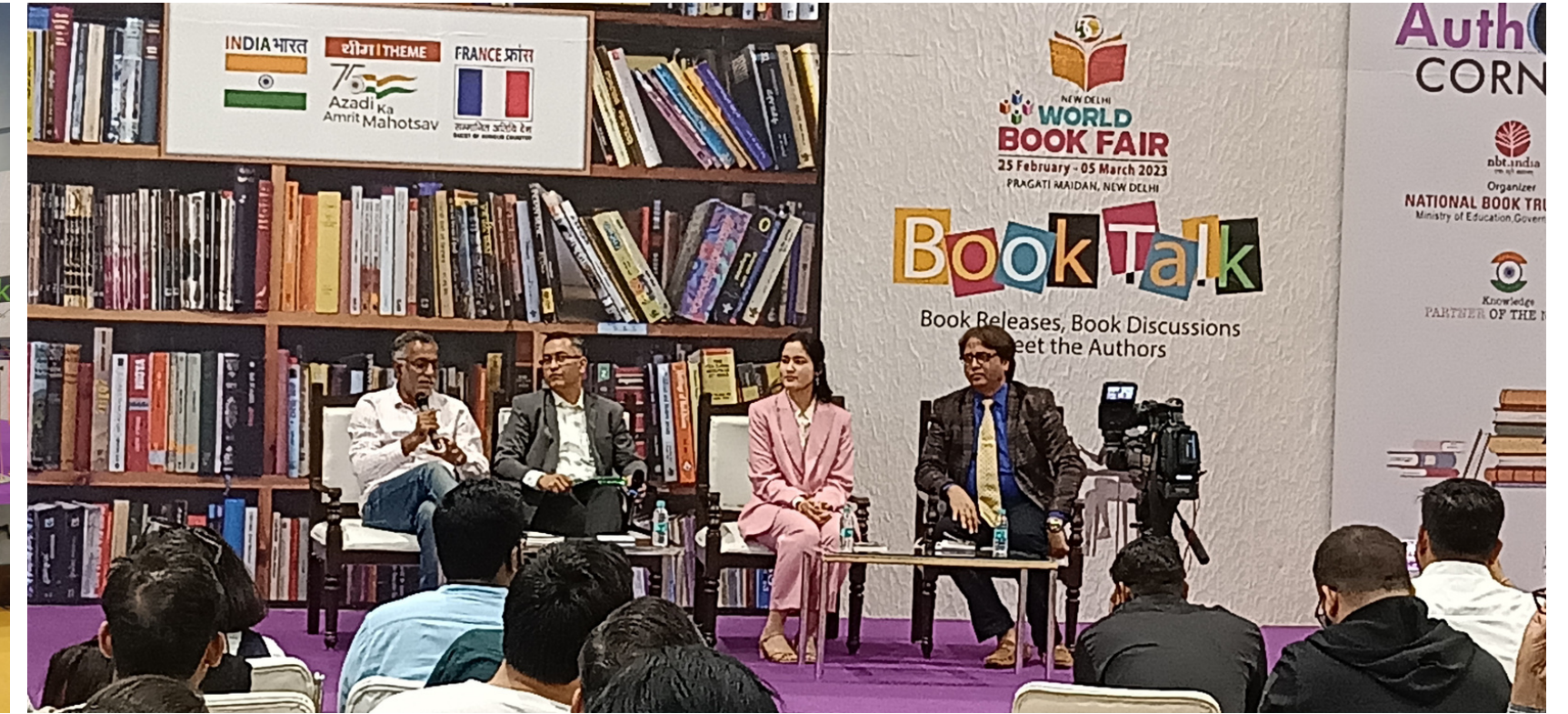
- Book display
- Social media announcement
- Print copies worth (Rs 1000)



Book Display + Book Signing

Book your shelf space in our spacious Stall and let readers discover your story. We've allocated a print budget of Rs 1000 for this package. Contact our consultant if you require more copies for display.

- Book display
- Social media announcement
- Print copies worth (Rs 1000)
- 1 hour slot for author sign on print copies and interact with book readers. The slot date will be fixed after the registration. Read the FAQ section to know more about this.



Group Book Launch (5 Authors Pack)

A collective book launch event is planned for a group of five authors. We will secure a dedicated venue within the Delhi Book Fair to host this launch. Join forces with four fellow authors from Clever Fox Publishing and leverage this unique opportunity to showcase and promote your books on a shared stage.

- Book of author's corner stage
- Host
- Press release
- Book launch bites
- YouTube & Social media Marketing
- Print copies per author Rs 1000
- Facebook and Instagram paid ad of budget Rs 1000 (overall)

Book Launch Individual Author Pack

Schedule a book launch with Clever Fox at this grand event. Gain access to a dedicated venue, promotional materials, and press release coverage.

- Book of author's corner stage
- Host
- Press release
- Book launch bites
- YouTube & Social media Marketing
- Print copies for Rs 2000
- Book display
- Facebook and Instagram paid ad of budget Rs 1000 (overall)

ADD-ON



Digital Poster Display

Captivate readers with your book's posters displayed on LED screens. Each poster includes a QR code for direct Amazon access, expanding your reach and sales.



Bookmark

Attract book lovers with a customized bookmark, designed on 300 gsm paper. These bookmarks will feature your book's details and a QR code that links directly to your book on Amazon or Flipkart. It's a powerful way to ensure readers can easily find and purchase your book online. You can choose the bookmark package independently, and it's not mandatory to select the Book Display package.

FOR CLEVER FOX AUTHORS

EXCLUSIVE CLEVER FOX AUTHORS	ORIGINAL COST	EARLY BIRD OFFER
Book Display (Print budget: Rs 1000)	8000	7000
Bookmark (premium 100 bookmarks)	4500	3500
Digital Poster Display (TV + Social Media)	3500	3000
Book Display + Book Signing (Meet the author – 1 Hour only for one day)	12,000	11,000
Book Launch 5 Authors (@ Author corner + Press release ANI + 50 online media with disclaimer + Clever Read Interview)	10,000	Booking opens from 1st Jan 2024
Book Launch Individual Author (@ Author corner + Book Display + Press release ANI + 50 online media with disclaimer + Clever Read Interview)	40,000	Booking opens from 1st Jan 2024

*18% GST additional

FOR OTHER PUBLICATION AUTHORS

OTHER PUBLICATION AUTHORS	ORIGINAL COST	EARLY BIRD OFFER
Book Display	10,000	9000
Bookmark (premium 100 bookmarks)	4500	4000
Digital Poster display (TV + Social Media)	4000	3500
Stall display + Book Signing (Meet the author – 1 Hour only for one day)	14,999	12,999
Book Launch 5 authors (@Author Corner)	12,000	Booking opens from 1st Jan 2024
Book Launch Individual Author (@ Author corner + Press release ANI + 50 online media with disclaimer + Clever Read Interview)	45,000	Booking opens from 1st Jan 2024

*18% GST additional

CLICK TO MAKE PAYMENT

In case you have GST claim for your business, make sure to share your GST number with our team immediately after making the payment such that they can add in the invoice. Failed to provide this will go with regular invoice which will not be changed later.

Frequently Asked Questions (FAQ)

Why are we starting registrations early?

The New Delhi Book Fair is a large event that requires careful planning. By starting early, we can make the necessary preparations to ensure a successful participation experience for all. Registration closes on January 1, 2024.

Is the book fair confirmed?

Yes, we have made our payment to NBT to secure our slot at the fair.

What if I select a package and then decide to cancel it?

Unfortunately, we do not offer refunds for package and addons cancellations.

When can I visit the stall if I participate in the book fair?

You are welcome to visit your stall from 11:00 AM to 7:30 PM from February 11 to February 18, 2024.

When is the book fair taking place?

The book fair is scheduled for February 10–18, 2024, from 11:00 AM to 8:00 PM. Keep in mind that the first day typically has fewer attendees as exhibitors set up their stalls.

Can I purchase the bookmark package without book display?

Yes, you can. We will include a QR code on the bookmarks for easy access to Amazon for potential buyers.

How are book launch and book signing events organized?

For book signing, we will provide a calendar after registration for you to choose your preferred slot. Changing slots later will depend on availability.

For Group Book Launch: The registration for this will start on January 1st, 2024. The Author's Corner stage will be provided, and coordination with the authors will be done by our marketing team.

For Individual Book Launch: We will confirm the available slots on January 1st, 2024. The Author's Corner stage will be provided, and materials for the launch will be arranged.

Who designs the bookmark in the package?

Our graphics team will design the bookmark and seek your approval before February 5, 2024.

Join Us at the New Delhi World Book Fair 2024!

Contact us today to secure your spot and become part of this literary extravaganza.

- Phone: +91 9353791933
- Email: publish@cleverfoxpublishing.com
- Website: www.cleverfoxpublishing.com

Thank you for considering Clever Fox Publishing for your literary journey. We look forward to sharing the magic of literature with you at the New Delhi World Book Fair 2024. Join us in celebrating the written word and the art of storytelling.

Disclaimer: The information provided in this brochure is subject to change. Please verify all details with Clever Fox Publishing before making any decisions. Clever Fox Publishing reserves the right to modify or reject any registration. Book sales are not guaranteed and depend on book performance