

**27th International Book Fair of
Havana, Cuba 2018
Participation Rules**



27th International Book Fair of Havana



Leer es crecer

Havana, Cuba.

Dear Exhibitor,

With the aim of enabling your participation at the 27th International Book Fair of Havana (FILH), Cuba 2018, we are pleased to let you know the Participation Rules of the event. Included herewith are the instructions related to FILH's functioning and regulations.

Please, read all the attached information thoroughly and send the pertinent forms according to the terms set forth for each activity.

We hope that you receive the information contained in this document in a precise manner and that it contributes to an operational relationship between the FILH's Organizing Committee and the exhibitors.

Sincerely,

Aleyda Elina Acosta Suárez
Director
International Book Fair of Havana, Cuba
Cuban Book Chamber
E-mail: dirección@ccl.cult.cu
Calle 15 esq. a C, No. 602, Vedado, Plaza de la Revolución.
Havana, Cuba



27th International Book Fair of Havana



Leer es crecer

The 27th International Fair of the Book of Havana (henceforth IBFH), Cuba 2018 will be governed by the indications contained in the current Participation Rules—knowledge required for participants—that are an integral part of the Agreement signed between the Book Chamber and the Exhibitor, a key requisite to have access to the event.

1. The Exhibitor Participation

The Exhibitor may validate their participation by sending a Registration Form to the IBFH, as specified in the attached document.

If the request for participation is accepted, the Exhibitor should proceed to send, together with the Participation Request:

1.1 A list containing proposed titles for selling at the event, included in the table of the above-mentioned Form and complying with the requested format.

1.2 (Foreign Exhibitors):

- A copy of the Creation or Articles of Incorporation of the entity, to be certified by public notary or other authority of the country of origin.
- A letter of representation in the original, in case the legal representative or director of an entity does not attend the Fair.
- A mercantile register in the original or papers validating the authenticity of the entity.
- A photocopy of the passport of the legal representative acting on the behalf of the entity in the fair.
- An updated financial identification of the entity, not issued in less than 1 year.
- A banking guaranty in the original, issued by the bank keeping his account. The transfer will be wired to this same bank, if necessary, after the conclusion of the fair. The aforementioned bank cannot be property or having American actions.
- (The Exhibitor representing one or more publishing houses or distributors should present, in the act of request,) a special power of attorney in the original.

1.3 (National Exhibitors):

- A legal certification of the entity in the original, signed by the legal adviser and including the number of the Register of Advisors, in accordance with the Ministry of Justice.

1. Once the participation is validated, the Exhibitor shall be entitled to:

- Be included in the Catalogue of Exhibitors. Request for participation must be sent via the Registration Form before October 31, 2017.



27th International Book Fair of Havana



Leer es crecer

- Participate with book presentations (or other activities) in the General Program of the Fair; prior coordination with Mr. Alberto Edel Morales, the Literary Program Coordinator (Tel.: (53) 7862-8093, email: edelmorales@icl.cult.cu), as well as billing and payment procedures shall be at the Organizing Committee at the international Fairgrounds. The Application for Book Presentation Form will be available to download from the web site www.filcuba.cult.cu.
 - Participate in the Professional Program; prior coordination with Mrs. Yamila Cohén Valdés, Coordinator of the Professional Program (Tel.: (53) 7830 9608 /7832 95 26 ext. 105 and 110; email: agencialit@ccl.cult.cu) The Application for the Professional Hall Form will be available to download from the web site www.filcuba.cult.cu.
- 2. The exhibition, presentation, sale, or promotion of publications at IBFH should adhere to the following requisites:**
- a) Publications for sale should have proper quality and presence for commercializing.
 - b) In the case of the commercialization of **appointment books**, they must correspond to the year of the celebration of the fair.
 - c) Publications should reflect corresponding ISBN or ISSN codes in such case.
Not complying with these terms, the products will be:
 - National Exhibitor: Withdrawn from the fairgrounds effective immediately.
 - Foreign Exhibitor: Withdrawn and retained in Customs for delivery to the Exhibitor at the closing of the event and sent back to the country of origin.
 - d) Only the following nonliterary products shall be commercialized respecting the maximum quantities to be imported by each Exhibitor:

ARTICLE	MAXIMUM QUANTITY (per exhibitor)
School notebooks (without advertisements)	1000
Pencils	600
Erasers	600
Pencil sharpeners	600
Geometry tools: Rulers, set squares, semicircles, and compasses	600 (among all)
Backpacks (without advertisements)	300
Didactic games (Lego type)	100
(Non-didactic) Jigsaw puzzles	900
Colored pencils (boxes)	300
Temperas	300
Crayons (boxes)	300
Diaries of the year	300



27th *International Book Fair of Havana*



Leer es crecer

TECHNOLOGICAL APPLIANCES FOR THE READING OF ELECTRONIC BOOKS:

Tablets

Phablets

Iwatch

Flash memories (USB)

Micro SD Memories

In the case of the technological appliances, the sale will only be authorized to the specialized exhibitors.

- e) With the aim of avoiding the colonizer effect of infantile representations promoted by the big transnational corporations of communication, Children's and youth literature to be displayed and/or commercialized must be varied and its content must aim at encouraging sensitivity through stories and images that are native to the different cultures, as well as promoting universal values; it can be national editions of universal literature.
- f) For the purpose of maintaining the prestige attained by the fair, in the case of adult literature, the titles to be displayed should promote the values previously mentioned through works of high cultural and literary level. In this sense, the Organizing Committee has the right to withdraw from the fair those publications that are not in accord with the spirit of this event.
- g) The Products sent to the Fair not fulfilling the requisites explained in chapter 3 and its subsections will be retained by Customs to be re-exported at the Exhibitor's expense, before the ending of the event. After this term, it will be declared as abandoned.
- h) No Exhibitor can sell or sublease a stand or any part of it.
- i) The Organizing Committee has the right to accept or reject the applicant and to remove any Exhibitor or representative of the IBFH who takes actions that harm the integrity of the event or disrupt its harmony or interferes with the activities of the rest of the exhibitors. The Exhibitor that falls into these acts will be immediately retired from the fairground, without the right to receive any reimbursement of the cost of participation, and will be forbidden to take part in the successive feriae for three years.



27th International Book Fair of Havana



Leer es crecer

- j) The book presentations will take place in the halls fitted out for this purpose and its request will come true through the Application for Book Presentation Form that will be available to be downloaded from the web site www.filcuba.cult.cu.
- k) The payment for the Book Presentation Halls shall be in accordance with the following rates

Nicolás Guillén Hall.....	125.00 CUP
José Antonio Portuondo Hall.....	100.00 CUP
Guest of Honor Hall.....	100.00 CUP
Lezama Lima Hall.....	75.00 CUP
Alejo Carpentier Hall.....	75.00 CUP
Dora Alonso Hall.....	75.00 CUP

3. Contract:

- 3.1 Once the participation request is assessed, the space requested will be reserved and finalized by Contract.
- 3.2 The concerted actions and the delivery of the executed and signed contracts will proceed up until November 30th. These can be sent in scanned form by email. The aforementioned contracts will be signed and sealed in each of their sheets and shall not be modified.

4. Space dimensions being offered:

- 4.1 Stands will be modular with the following dimensions: 6m², 8 m², 9 m², 12m², 14m², 16m², 18m², and 25 m².
- 4.2 Unassembled spaces will be available in sizes over 30m².
- 4.3 Outdoor spaces (Tents) will be available in sizes over 16m².

5. Prices, conditions, and method of payment:

- 5.1 Rental price per m² for foreign Exhibitors is:
- Sheltered Stand: \$ 140.00 USD per m².
 - Unassembled space \$ 105.00 per m².
 - Outdoor space (Tents or prefabricated Pladur stands): \$ 105.00 USD per m².



27th International Book Fair of Havana



Leer es crecer

-Payments will be made by bank transfer or credit card, with international currencies other than the American dollar as specified in the contract. Financial expenditures will be at the Exhibitor's expenses. Cash will not be accepted.

5.2 Rental price per m² for national Exhibitors is:

- \$ 30,00 CUC and \$ 260,00 CUP per m² for all the spaces that enter into the contract.
- The payment will be made by bank transfer or check.
- The check will have to be endorsed and totalized.
- Cash will not be accepted.

5.3 The payments for the presentation halls described in the numbers 3J and 3k will be by made by bank transfer or check before the beginning of the event. In case of payment by check, this should be endorsed and totalized.

5.4 Tables and chairs will be rented independently and delivered at the IBFH Exhibition Care Centre with prior payment by the Exhibitor. Information of prices (See Registration Form).

5.5 Accessories will be delivered to the Exhibitor stand by means of a "delivery-reception" document that must be presented when returning the accessories received.

5.6 Accessories included in the Price for the rented space:

Accesories	6 m ² - 8 m ²	10 m ² - 14 m ²	16 m ² -18m ²	25 m ² -30 m ²	More than 30 m ²
Spotlights	3	5	8	10	-
Shelf	5	8	10	20	-
Exhibitor Credentials	4	6	8	10	12

5.7 Services including in the rental:

- Exhibitor credentials
- Cleaning in the area outside the stand
- Storage of Products until stand is assembled
- Vigilance outside of exhibition period
- General lighting
- Display sign of the entity (up to 20 characters)
- Inclusion in the Exhibitor Catalogue



27th International Book Fair of Havana



Leer es crecer

6. Functioning of stands

- 6.1 The Exhibitor that wishes to rent only the space (unassembled space) should send the proposed space design for the stand to Adrell Herrpinark (Telf.: (53) 7 832 9526 ext. 108 y 118, email: espemon@ccl.cult.cu) for approval before August 31st, 2017. Height for front of the design should not exceed 2.80 m.
- 6.2 The elements (panels, fronts, crosspieces, columns,) used for assembling should follow the design of a standard module. The Exhibitor will bear the cost for additional elements not related to the usual assembly in the Fair.
- 6.3 Foreign Exhibitors requesting credentials for professionals or sellers will pay the corresponding fees, according with the present rules. See Registration Form.
- 6.4 The method for selling within Exhibitor's space, assuming there is no infringement of current regulations in the country, as well as its consequences, shall be sole responsibility of the Exhibitor.
- 6.5 The fairgrounds is a World Cultural Heritage, so it is forbidden to fasten or stick any material on the floor, walls, columns, fences, doors and windows.
- 6.6 Damages caused by unilateral decisions shall be compensated by the Exhibitor according to the Rules established at the Fairgrounds. The Organizing Committee has the right to remove any decorative or promotional element not complying with the Rules of the event.
- 6.7 Due to the acoustic conditions of vaults at the fairground and taking into consideration the Compulsory Cuban Norm (NC26:2007) issued by the Ministry of Science, Technology and Environment (CITMA)—where maximum admissible and tolerable values in urban areas are established—sounds that create discomfort to exhibitors, such as loud music, announcing cultural products and others, may be restricted to maintain the expected harmony and synergy at the exhibition areas of the fair.
- 6.8 Stands that remain empty after 18.00 hours of the day before the the beginning of event—unless the late arrival of the Exhibitor has been previously notified— shall be considered unoccupied and reassigned by the Organizing Committee. This does not take responsibility neither with the assignment of a new space nor with import expenditures. The cost of the stand will not be returned.



27th International Book Fair of Havana



Leer es crecer

6.9 The exhibition area will be opened from 10:00 am to 18:00 pm Mondays to Fridays. Saturdays and Sundays will be opened at 9:00 am. Exhibitor will guarantee its presence (1) hour before the opening of the Fair. Once the fairground is opened, safekeeping of the rented space shall be sole responsibility of the Exhibitor.

7. Assembly and disassembly

7.1 For assembling, design, and transport of accessories and products, the Exhibitor will have seven days available prior to the beginning of the event; during this period he/she will receive, upon Delivery–Reception Act, the furniture and accessories requested of the Organizing Committee in the period established to do so.

7.2 Disassembly will start the day after the closing of the event and will last 72 hours starting 08:00 am. the first day, period authorized for removal of the Exhibitor's belongings with previous written authorization of the Pavilion Coordinator, also for the return of accessories provided by the Organizing Committee. Exhibitors that begin to disassemble the stand before the required date will be denied the possibility of removing any means from the fairground.

8. Registration

8.1 Participants' credentials shall be obtained in the Cuban Chamber of the Book starting from December 1st, 2017 until January 23rd, 2018. After January 25th, Exhibitors could acquire credentials directly at the Exhibitors Care Centre in the agreed-upon time.

8.2 For foreign Exhibitors, payment for requested credentials shall be done by bank transfer as part of the payment for the stand and its accessories. Once started the event, in case of needing new credentials, payment shall be made in cash, in CUC (Cuban Convertible Peso) at the Exhibitors Care Centre.

8.3 Prices of credentials are available in the Registration Form of these Rules.

9. Assistance to Exhibitors

The Fair has an Exhibitors Care Centre opened starting Thursday, January 25th, 2018 at 10:00 am at la Cabaña fairgrounds. There services will be provided to exhibitors, professionals, or guests concerning information, registration, rental, charges, Customs clearance, storage facilities, and furniture rental.

10. Cancellation process



27th International Book Fair of Havana



Leer es crecer

Cancellation of your stand will result in a partial refund of your advance payment for your participation according to the dates indicated below. The expenditures derived from this transaction are at the Exhibitor's Expenses.

Before December 1 st , 2017	75% refund
Before December 15 th , 2017	50% refund
Before December 31 st , 2017	25% refund
After December 31 st , 2017	no refund

11. Procedure for cash withdrawal resulting from sale

- 11.1 Up until 72 hours after the closing of the event, each Exhibitor shall submit a cash withdrawal request as a result of the sales; attaching the currency exchange receipt from Banks or Exchange Houses (CADECA). Such request should be related to the values declared in accordance with the daily report established by the Organizing Committee, for processing before the Central Bank of Cuba the authorization for currency outflow as appropriate in each case.
- 11.2 The document authorizing the Exhibitor to withdraw cash abroad to country of origin will be delivered upon certification of return of space and rented accessories in the exhibitors Care Centre.

12. Application for visas

- 12.1 For traveling to Cuba, in a condition of exhibitor or guest of the event, getting a VISA requires mandatory compliance, either of tourist or cultural type. Since the International Book Fair of Havana is registered in the country's events plan, you can enter the country with a tourist-type VISA; not exceeding the 30 extendable days. Such visa has a value according to the country of origin, with no restrictions for exhibitors or guests to participate in cultural activities of the event.
- 12.2 Another way to travel to Cuba is by getting a Cultural-type VISA, requiring an Invitation Letter from the Organizing Committee. The Exhibitor shall address to the Cuban consulate of country of origin and shall pay the appropriate charges for the 3-D visa, granted to foreigners who arrive in the national territory to take part in art tasks, as well as the assisting staff, with prior authorization from the MINCULT, the UNEAC and authorized Cuban Institutions.

13. Delivery of Products, promotional objects, and other materials

- 13.1 The Deputy Manager Office of Customs Clearance of Artex S.A. is the company that officially represents the Organizing Committee for all Customs Clearance and transport of Products. The documentation related to Customs clearance and land



27th International Book Fair of Havana



Leer es crecer

transport of products will be available to be downloaded from the website www.filcuba.cult.cu.

13.2 The Simplified Declaration Form will be available to be downloaded from the website www.filcuba.cult.cu.

14. Tourist Package of the Event

The Organizing Committee has chosen the *Paradiso* Travel Agency as the Official Tour Operator for the IBFH 2018, which will offer special packages for exhibitors including accommodations, transfers, guide services, translation, and meals, as well as special cultural programs before and after the event.

The Foreign Exhibitor can contact directly:

Lenay de la Barca Wilson, Specialist of Events
Telephone: (53) 7 836 5381
E-mail: eventos4@paradis.artex.cu
www.paradisonline.com

15. Airline services

The Organizing Committee of the IBFH has chosen as official air transport:

✓ **Cubana de Aviación**

To contact you can go to *Cubana de Aviación's* offices abroad and for further information:

Susan Pérez, Commercial Specialist
Telf. / Fax: (53) 7 266 4517
E-mail: susana.perez@cubana.avianet.cu
www.cubana.cu

✓ **Copa Airlines**

For South America, Central America, the Caribbean, and North America, it provides a special discount on the public rates available to clients using the airline for participating in the IBFH. To contact:

Nelson Cabrera León, Executive of Sales
Telephones: (53) 7 204 7856 and 7 204 1111
E-mail: ncabrera@copair.com
www.copair.com



27th International Book Fair of Havana



Leer es crecer

16. Contacts:

Headquarters: direccion@ccl.cult.cu filhabana.ccl@gmail.com

Exhibitor's Care Centre: subdireccion@ccl.cult.cu filhabana.ccl@gmail.com

Stand Assembling: subdireccion@ccl.cult.cu espemon@ccl.cult.cu
Filhabana.ccl@gmail.com

Book Presentations and literary programs: edelmorales@icl.cult.cu
Filhabana.ccl@gmail.com

Artistic Program: rosa@icl.cult.cu filhabana.ccl@gmail.com

Professional Program: agencialit@ccl.cult.cu filhabana.ccl@gmail.com

ARTex Logistic Division Inc. nelson@balmacen.artex.cu sergio@balmacen.artex.cu

Web: www.filcuba.com