

**CHILDREN'S
PUBLISHING
INDIA**



WELCOME TO THE
NEW DELHI
WORLD

BOOK FAIR 2025!

VENUE AND DATE OF THE EVENT



VENUE

**Pragati Maidan, New Delhi
Organised by: NBT, India (Ministry of
Education, Government of India) & ITPO**



DATE

**1-9 February 2025,
11:00 AM to 8:00 PM**



Clever Fox Publishing is excited to announce our participation in the esteemed New Delhi World Book Fair 2025. We extend a warm invitation to authors, bibliophiles, and literature enthusiasts to join us at this grand celebration of books and stories.



[WATCH VIDEO](#)



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 photograph of a book fair booth for Clever Fox Publishing. The booth is primarily blue with white and yellow accents. A large blue sign at the top right features the text 'Clever Fox PUBLISHING' in white. Below it, a smaller sign displays the Clever Fox logo (a stylized fox head) and the text 'Clever Fox PUBLISHING'. To the left, another sign features a circular logo with a fox head and the text 'y!'. In the background, a sign for 'HALL' is visible. The booth is crowded with people, and various book displays are visible. A blue text box is overlaid on the center of the image.

Dive into the vibrant literary world at the **New Delhi World Book Fair 2025!** This dynamic event is a haven for book lovers, bringing together the best and brightest from the publishing world. Join millions of fellow enthusiasts and connect with thousands of renowned authors and a myriad of publishers.

STEPS TO PARTICIPATE

Contact us

Fill out the contact form <https://forms.gle/rf8kiiWr4ffGpV1a6>, 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 August 1, 2024, to avail of our exclusive early bird discount.

Book Fair

Registration closes on December 31, 2024. 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.

Mini Book Launch

Book a space in our stall and customize it for a mini-launch for your book. It starts with a reveal of your book and is followed by a moderated Q&A session.

Enjoy a dedicated 1.5-hour slot to launch your book and engage directly with your readers. Sign copies and interact with your audience in a personal setting. Additionally, your book will be prominently displayed for all nine days of the fair, giving countless visitors the chance to discover your story.

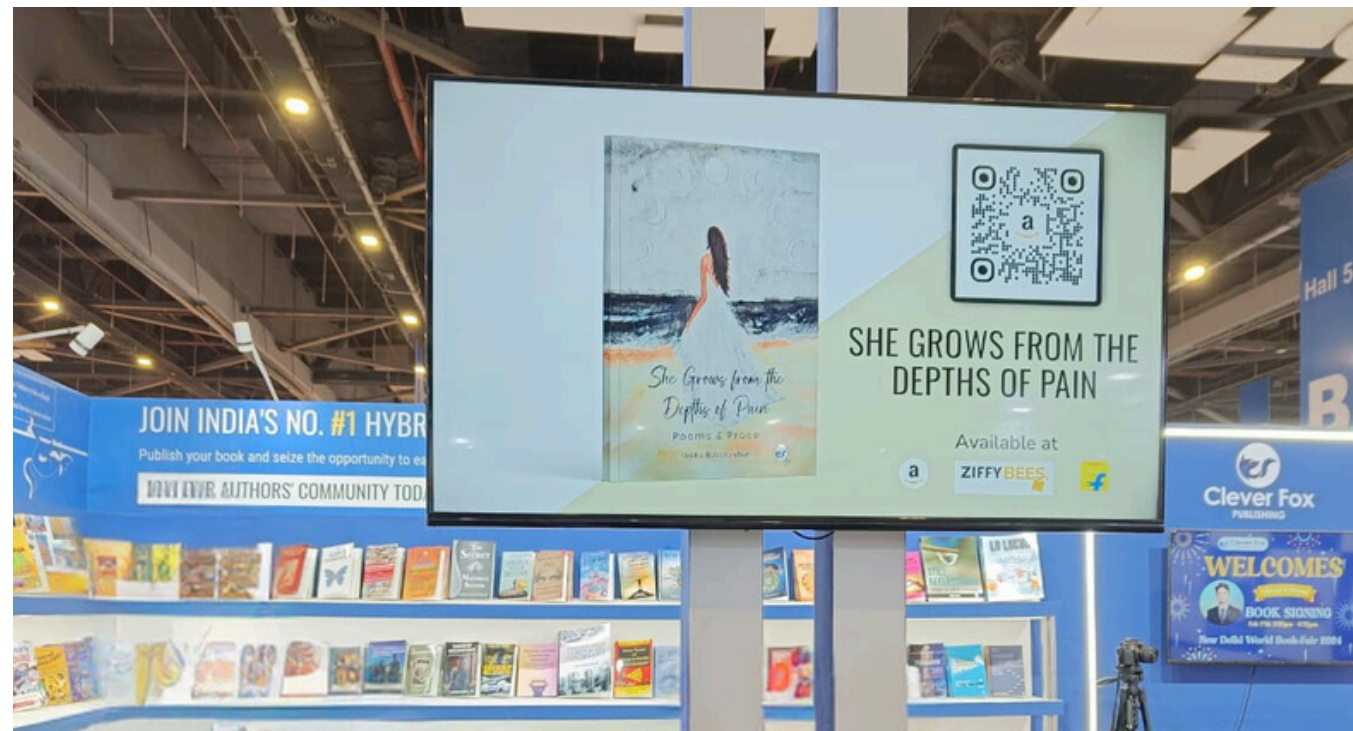
Get the most promotion for your book, varying across all forms of media- social media, blog posts, and a press release. Have various merchandising in the form of digital posters and bookmarks.

- Mini book launch (30 mins Q & A)+ Book signing (1 hour for one day)
- Book Display (for 9 days)
- Promotion: Standy, digital posters, bookmarks
- Press release: With either "The Startup Story/Hello Entrepreneurs/UP18 News" + "Clever Read"
- A blog post on ZiffyBees.
- Social Media Marketing with photographers present for your launch.
- Print copies up to Rs. 1000
- Moderator for a QnA session



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.

PACKAGE PRICING

EXCLUSIVE CLEVER FOX AUTHORS

<p>8000- Rs7000</p>	<p>4500 Rs 3,500</p>	<p>3500 Rs 3,000</p>	<p>12,000 Rs 11,000</p>	<p>Rs 15,000</p>
<p><i>Book Display</i></p>	<p><i>Bookmark (premium 100 bookmarks)</i></p>	<p><i>Digital Poster Display (TV + Social Media)</i></p>	<p><i>Book Signing</i></p>	<p><i>Mini Book Launch</i></p>

Frequently Asked Questions (FAQ)

1

When is the book fair taking place?

The book fair is scheduled for February 1–9, 2025, 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.

2

How many copies will you need for the book display, signing, or launch?

Please note that each of these packages includes a print budget. If you require additional copies for display, kindly inform your publishing consultant. Additional charges will apply for any extra copies.

3

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

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

4

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 2nd to February 9th, 2025.

5

When is the book fair taking place?

The book fair is scheduled for February 1–9, 2025, 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.

6

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.

7

How are book launch and book signing events organized?

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

8

Who designs the bookmark in the package?

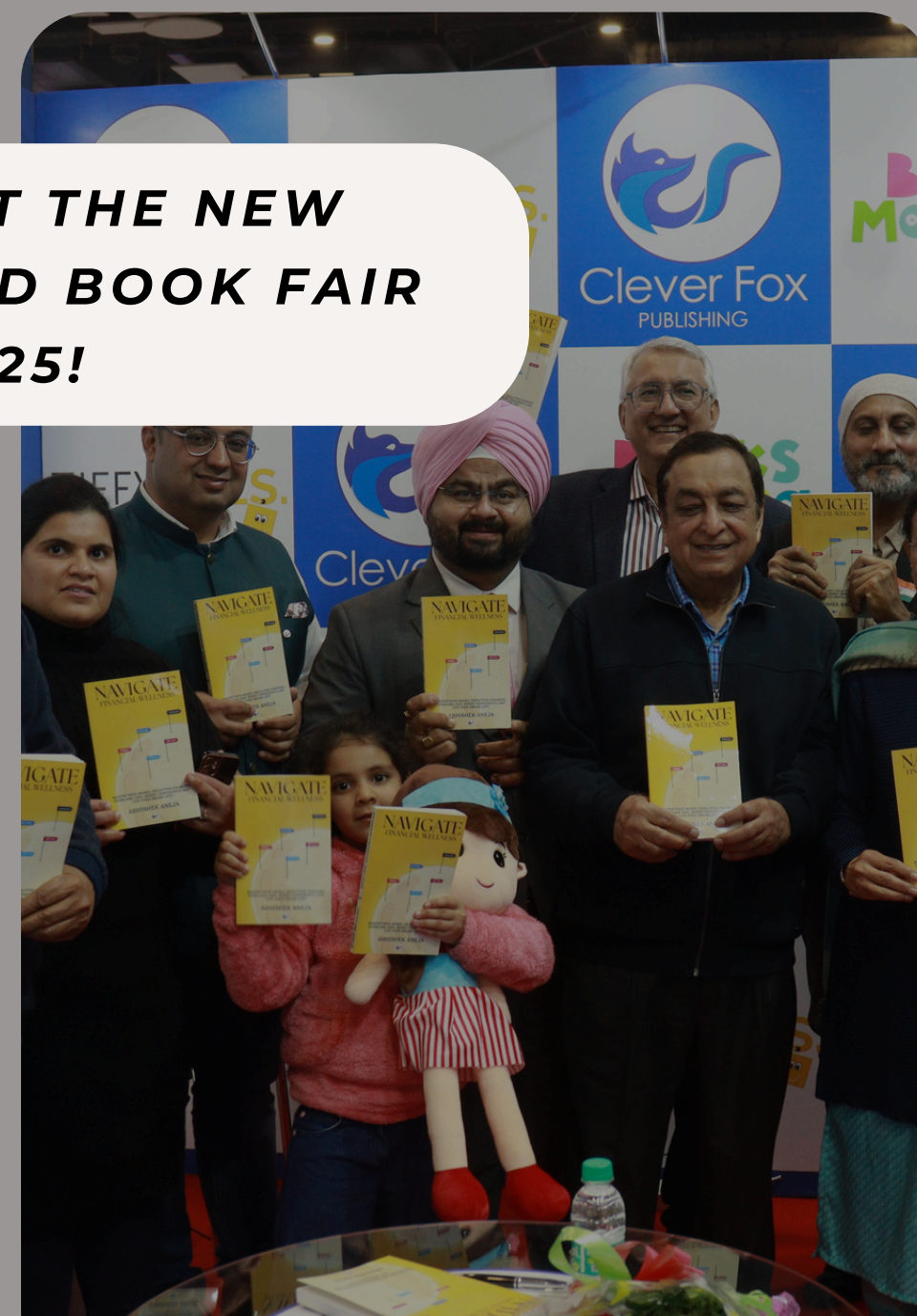
Our graphics team will design the bookmark and seek your approval before Jan 15, 2025.



Book Launch



**JOIN US AT THE NEW
DELHI WORLD BOOK FAIR
2025!**



CONTACT US

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 2025. Join us in celebrating the written word and the art of storytelling.



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www.cleverfoxpublishing.com

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