

**Participation Rules**

**1. GENERAL PROVISIONS**

1.1. The Current **Participation Rules** contain general information about the requirements for participants (hereinafter referred to as **Exhibitors**) and the construction organizations they engage (hereinafter referred to as the Exhibitor's builder) on the form and extent of the information provided, the order and terms of implementation of various activities in the course of preparation for and holding of the **VIII International Book Fair** “ASTANA Eurasian Book Fair” (hereinafter referred to as the **Exhibition**).

1.2. Participation Rules are available on the website of the exhibition: http://www.eurasbook.com/. The Organizer of the Exhibition reserves the right to modify these rules unilaterally. Any modifications or additions will be promptly posted on the above-mentioned website. Once these changes appear on the website, they become binding for all Exhibitors.

1.3. The terms used in the Participation Rules have the following definitions:

**• Organizer** – organization carrying out activities on preparation and holding of the exhibition. Limited Liability Company "Foliant Publishing House" (LLP "Foliant Publishing House") (hereinafter referred to as Organizer) acts as the organizer of the exhibition

• **Exhibitor** – participant of the Exhibition, demonstrating its exhibits (goods, works, services) in accordance with the theme of the fair. Exhibitor, applying for the participation and having submitted its Contract-Application (Form 1) to the Organizer, fully accepts the given Terms and Conditions and is committed to fulfill its requirements and "the Rules of using the premises and property of the Congress Center (available on the website https://qazexpocongress.kz), which form part of the Terms and Conditions, as well as the current legislation of the Republic of Kazakhstan. Publishing and bookselling organizations, individual entrepreneurs, international and national associations of publishers and book distributors, international and national copyright organizations, literary and information agencies and unions, other organizations, individuals and associations may take part in the fair as Exhibitors.

• **General Contractor** – an organization engaged by the Organizer, performing on its behalf the whole complex of works on designing, installing / dismantling and maintenance of exhibition stands, structures and equipment, as well as bearing responsibility for the final outlook and decoration of the design structure.  
 • **Exhibitor’s Contractor** – any company or individual entrepreneur or a person employed by the Organizer and signed a contract for performing works on the assembly and installation of exhibition stands, structures and equipment, and / or design or decoration of the exhibition area of ​​the Exhibitor.

• **Exhibits** – books on various subjects, periodicals, sheet music, maps, atlases and globes, postcards, reproductions, stamps and other printed products, as well as records, CDs, video tapes, slides, modern publishing techniques and equipment. Exhibits are samples to carry out commercial transactions and can be sold to visitors of the exhibition in compliance with any applicable laws and regulations of the Republic of Kazakhstan in force on the days of Exhibition, or distributed as souvenirs. The organizer does not guarantee the safety of the exhibits on the show floor. The organizer does not exercise censorship or any other check of the displayed items for compliance with current legislation. Exhibitor shall take a direct responsibility for compliance of the exhibits, their content, design, and accompanying documentation with the legislation in force at the time of the Exhibition. **It is prohibited to display or use exhibits as advertisements at the Exhibition if they promote extremist or militaristic activities, racial or national exclusivity, insult the national dignity of other participants, contain banned literature, or otherwise contradict the regulatory legal acts of the Republic of Kazakhstan. Participants are solely responsible for ensuring that their exhibits, their content, design, and documentation comply with the current legislation during the Exhibition. The Exhibition organizers reserve the right to disqualify participants who violate the laws of the Republic of Kazakhstan. In such cases, participation fees will not be refunded.**

• **Exhibitor Manual** – a document which is an integral part of the Participation rules and containing accurate information about the venue and time of the Exhibition.

**2. PARTICIPATION OPTIONS**

2.1**. *Participation in the main exhibition with the rental of an exhibition stand and additional equipment.***

This option includes providing the Exhibitor with a furnished exhibition stand for rent at a price of 100 USD per square meter (including VAT). The minimum area of the furnished exhibition stand is 6 square meters (2 x 3 meters). The configuration of the furnished exhibition stand is specified in paragraph 4.6 of these Participation Rules.

**Travel, accommodation, and meals are at the participants' expense.**

2.2. ***Participation in the main exhibition with the rental of an unfurnished exhibition space and the right to build the stand independently.***

This option includes providing the Exhibitor with an unfurnished exhibition space, allowing for independent construction and setup. The minimum size of the unfurnished space is 12 square meters, priced at 70 USD per square meter (including VAT). The procedure for independent stand construction is specified in paragraph 4.13 of these Participation Rules.

2.3. ***Absentee Exhibitors (without renting a stand in the main exhibition).***

This option includes:

• placement of information about the Exhibitor in the catalog of the Book Fair – up to 500 characters;

• granting the right of free dissemination of information and printed materials;

• one Exhibitor’s pass (badge);

• Provision of an electronic catalog of Exhibitors Catalogue;

Cost –200 USD incl. VAT.

2.4. Exhibitors in the main exhibition (paragraphs 2.1–2.2 of the Participation Rules) shall pay the rental fee for the exhibition space and equipment, which includes:

* Placement of information about the Exhibitor in the exhibition participants' catalog – up to 500 characters;
* Provision of an electronic catalog of Exhibitors Catalogue;
* Granting the Exhibitor the right to trade the exhibits specified in paragraph 1.3 of these Participation Rules;
* Provision of accreditation badges at the rate of 1 badge per 2 square meters of rented space;
* Provision of 1 pass for a vehicle to access the loading/unloading area and the Exhibition parking lot.

2.5. The following surcharges apply for enhanced visibility of the stand:

* Type B: corner stand (open on 2 sides) – 10% of the total cost of the stand;
* Type C: peninsula (open on 3 sides) – 15% of the total cost of the stand;
* Type D: island (open on 4 sides) – 20% of the total cost of the stand.

3.  **PARTICIPATION AND PAYMENT**

3.1. Application forms are available on the Exhibition website at <http://www.eurasbook.com/>. Organizations wishing to participate in the Exhibition should send a completed and signed Contract-Application (Form 1) by email to the Organizer at info@eurasbook.com no later than March 23, 2025. Copies of completed applications sent by email are recognized as legally equivalent to documents with original signatures and seals. Applications are reviewed in the order they are received. The Organizer reserves the right to reject any application without providing a reason.

3.2. For Direct Exhibitors, depending on the size and booth configuration, Organizer allocates the exhibition place, assigns stand number and sends the floor plan to the Exhibitor by e-mail for approval. Having received the Exhibitor's confirmation Organizer sends an invoice for rental fees.

For Absentee Exhibitors an invoice is sent after consideration of the Contract-Application. The fees must be fully paid within 5 (five) working days.

Начало формы

3.3. No later than March 23, 2025, the Exhibitor must send the Organizer information to be included in the exhibition participants' catalog (Form 3). Additionally, the Exhibitor may also submit information for the event program (Form 5) and a request for additional equipment and services (Form 6). Based on the received applications, the Organizer will issue an invoice to the Exhibitor, which must be paid in full within 5 (five) business days.

3.4. In case of failure to meet the payment deadlines, the Organizer has the right to cancel the unpaid application (withdraw from the obligations unilaterally) by informing the Exhibitor via email. In this case, the Exhibitor is obliged to reimburse the Organizer for all incurred expenses for the work performed for the Exhibitor, based on the Organizer's special calculation.

3.5. Exhibition space ordered by the Exhibitor and not occupied 12 hours before the Exhibition opening is considered free, and the Organizer has the right to use it at their discretion. In this case, the funds received from the Exhibitor for the rental of space and additional equipment will not be refunded (retained by the Organizer as a penalty).

3.6. The Organizer has the right to alter the layout of the exhibition without consulting the Exhibitor. This includes changes to the location of service areas, the configuration of aisles, and any minor adjustments to the placement of exhibition stands, provided there is no change in the stand's area or configuration.

3.7. The act, signed by the Organizer and the Exhibitor confirms execution of the obligations by the Organizer. The Organizer writes it in two (2) copies and submits it as well as an invoice to the Exhibitor during the Exhibition. The Exhibitor is obliged to sign the Act and return one (1) copy of it to the Organizer no later than the last day of the exhibition – ***April 27, 2025.*** If within five (5) working days after the end of the Book Fair the Organizer would not receive a signed copy of the Act or comments in written or electronic form, the Organizer's services are considered as accepted by the Exhibitor. Then the Organizer signs the Act unilaterally with the mark "Objections from the Exhibitor are not received".

3.8. In case of total or partial cancellation of participation or change of stand size, equipment and other services mentioned in the application or failure to pay (Exhibitor’s not arrival) the Organizer shall be entitled to charge the following penalty fees:

- cancellation 3 months prior to the start of event – 25% of total fee;

- cancellation 3 – 1.5 months prior to the start of event – 50% of total fee;

- cancellation less than 1.5 months prior to the start of the event participation fees are collected in full.

3.9. In case the Organizer will change time and/or venue of the Book Fair or cancel it due to force majeure conditions, the Exhibitor shall be informed by e-mail. Then rentals collected shall be refunded to the Exhibitor (if the latter refuses to participate in the event because of these changes or cancellation) after making the necessary deductions for expenses done in the course of preparatory works.The Exhibitor shall not be entitled to claim damages.

3.10. The Exhibitor agrees to refrain from creating, distributing publications, and/or supporting any content, including texts, images, audio, or video materials in mass media, internet resources, and social networks, that contain criticism, negative evaluations, or false information about the Organizer.

3.11. The Exhibitor agrees not to create and/or publish in mass media, internet resources, and social networks any information or content that criticizes or negatively characterizes the activities of the Organizer.

3.12. The Exhibitor is prohibited from directly or indirectly, through third parties, initiating or supporting the creation and/or publication in mass media, internet resources, and social networks of any information that harms the business reputation of the Organizer.

3.13. In case of violation of the conditions specified in paragraphs 3.10, 3.11, and 3.12 of these Participation Rules, the Exhibitor agrees to pay the Organizer a fine of 100 (one hundred) monthly calculation indices (MCI), as established by law on the day the violation was committed by the Exhibitor.

3.14. The Exhibitor agrees to pay the fine specified in paragraph 3.13 of these Participation Rules within 30 (thirty) calendar days from the date the corresponding invoice is issued by the Organizer.

3.15. The inclusion of the fine specified in paragraph 3.13 of these Participation Rules does not release the Exhibitor from the obligation to compensate for any damages caused by actions of the Exhibitor that violate the conditions of these Participation Rules.

**4. Exhibition Space, Equipment and Services**

4.1. Rental of exhibition space at the main exhibition, as well as additional equipment and services is carried out only through the Organizer.

4.2. The Organizer provides in the temporary use of Exhibitors equipped (standard booth) or unequipped exhibition area, and, on the basis of additional applications - furniture, equipment and other special services in compliance with the "Contract-Application" (Form 1). A complete list of additional equipment and services and their prices are on the website http://www.eurasbook.com/ (Form 6).

4.3. Absentee Exhibitors are not provided with the additional equipment and services.

4.4. Exhibitor’s booth location depends on the available space, Exhibitor’s wishes in terms of position as well as the time of receiving Contract-Application and payment timeliness of payment for participation in the Exhibition.

4.5. The rental fees include:

• payment for the use of exhibition space;

• cost of cleaning of the total territory of the exhibition;

• cost of general electric lighting in the exhibition area;

• cost of a standard set of equipment for the stand in accordance with 4.6 of the Terms & conditions;

• cost of general day and night security.

4.6. Equipped exhibition area includes:

• carpet covering;

• wall panels on the perimeter of the stand;

• built-in fascia board (white color);

• 1 spot lamp, connected to the power supply;

• table (70x70);  
• chair – 2 items per stand;  
• waste basket – 1 item per stand;   
• letters (on fascia board) – 10 characters;

• socket (220V) – 1 item;

• 6 bookshelves for every 6 sq. m.

4.7. Exhibitor has no right to transfer (assign, resell) the rented space – fully or partially – to other organizations or exhibitors. If more than one exhibitor (collective exhibition) will be hosted at the booth, it must be approved by the Organizer.

4.8. Installation of furniture, advertising structures and other equipment, as well as the placement of the exhibits are only possible within the confines of the Exhibitor's booth.

4.9. The Exhibitors have the right to allocate and use their own furniture and equipment.

4.10. Exhibitors are prohibited from:

* Self-applying adhesive films to panels;
* Using staplers to attach materials to panels;
* Drilling into structures;
* Placing or installing any exhibition equipment and structures within the standard stand;
* Using flammable materials that are not treated with fire retardant for stand decoration;
* Placing spotlights and floodlights closer than 0.5 meters from flammable structures, and covering electric lamps with paper, fabrics, or other combustible materials.

4.11. Assembled and decorated stands may not be altered, partially or fully dismantled, by the Exhibitor. The Exhibitor is not permitted to make changes to the stand's structures and electrical equipment. In case of violation of this condition, the Exhibitor will be fined 100% of the cost of the dismantled or altered equipment (structures), as well as an additional fine of 5% of the stand rental cost.

4.12. If changes are needed to the stand's configuration during the Exhibitor's setup and the Exhibition, all changes will be treated as a request for additional equipment and will be billed to the Exhibitor with an additional surcharge of 100%.

4.13. Rental of unfurnished exhibition space is possible if the Exhibitor is responsible for designing and constructing the exhibition stand independently. In this case, the Exhibitor may carry out design and construction work either with the services of the Exhibition's General Contractor or through a hired Contractor. In the latter case, the Exhibitor's Contractor must undergo technical accreditation by the Exhibition Organizer. The list of documents required for approving the design and technical documentation of the stand and for issuing the Access Permit for construction can be obtained by submitting a request to info@eurasbook.com no later than March 1, 2025. ***Organizations that do not complete the technical accreditation procedure in a timely manner will not be permitted to perform construction and installation work. Accreditation conditions can be reviewed on the website*** [***http://fairexpo.kz***](http://fairexpo.kz) ***in the "Documents" section.***

**5. Compliance with copyright and related rights**

5.1. In the case of public performance of works (such as performances, phonograms, recitations, singing, dancing, live performances, or using technical means; showing frames from audiovisual works) at the Exhibition, the Exhibitor is responsible for independently concluding agreements and making all payments related to the use of such intellectual property with the rights holders.

5.2. In the event of any claims or lawsuits against the Organizer related to the use of intellectual property at the Exhibition, the Exhibitor agrees to resolve any claims arising from third parties concerning the use of intellectual property during the Exhibition independently. The Exhibitor also agrees to reimburse the Organizer for all costs associated with these claims and lawsuits, including compensation amounts, legal fees, and other expenses, out of court.

5.3. Special events, including but not limited to presentations, contests, lectures, discussions, meetings with authors, film screenings, and the distribution of advertising and other informational materials outside of the stands, may only be conducted at the Exhibition with prior approval from the Organizer and must align with the objectives and content of the exhibition. The Exhibitor must submit a request for these events (Form 5) to the Organizer no later than March 23, 2025.

**6. FORCE MAJEURE**

6.1. The Organizer is not liable to the Exhibitor for the non-conduct or improper conduct of the Exhibition due to force majeure circumstances or their consequences, such as fires, natural disasters, and other hazards. In such cases, the Organizer may either reschedule and/or relocate the Exhibition or notify the Exhibitors that the Exhibition will not take place.

6.2. The Exhibitor acknowledges that in the event of force majeure circumstances, the Organizer also incurs losses. Consequently, losses (expenses) are distributed as follows: each Party bears its own losses independently. The Organizer will not compensate the Exhibitor for damages; amounts paid by the Exhibitor as contributions and fees for various services related to their participation in the Exhibition are non-refundable to the extent of expenses actually incurred by the Organizer for organizing the Exhibition and preparing to provide services to the Exhibitor before the onset of force majeure circumstances.

**7. LIABILITY OF THE PARTIES AND DISPUTE RESOLUTION**

7.1. The Organizer is not responsible for the loss or damage to Exhibits or other material assets belonging to the Exhibitor caused by third parties, nor for any harm caused by third parties to individuals representing the Exhibitor and/or the Exhibitor's property (representatives).

7.2. The Exhibitor is financially responsible for the preservation and integrity of property and equipment received from the Organizer, as well as for property and equipment belonging to other Exhibitors and participants of the Exhibition, and third parties, in the event of damage to such property. This responsibility includes covering the full cost in case of complete destruction or the cost of repair in case of damage.

7.3. If the Exhibitor causes damage to the equipment and/or property of the Organizer, General Contractor, Congress Center, other Exhibitors, visitors, or third parties during or in connection with the Exhibition, the Exhibitor must compensate for the damage in full within 5 (five) business days after receiving the invoice from the Organizer (or the affected party), accompanied by supporting documents.

7.4. Matters not covered by these Participation Rules and arising during the preparation for or conduct of the Exhibition will be resolved in agreement with the Organizer.

7.5. All disputes and claims that the Organizer and Exhibitor cannot resolve independently will be settled in court at the location of the Organizer (Astana, Republic of Kazakhstan).

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3.3. В срок не позднее 1 октября 2016 г. Экспонент направляет Организатору информацию для включения в каталог участников Выставки (Форма 3) и план стенда (Форма 4). Кроме того, Экспонент также может направить информацию в программу мероприятий (Форма 5) и заявку на дополнительное оборудование и услуги (Форма 6). На основании полученных заявок Организатор выставляет Экспоненту счёт, который должен быть полностью оплачен в течение 5 (пяти) рабочих дней.3.3. V srok ne pozdneye 1 oktyabrya 2016 g. Eksponent napravlyayet Organizatoru informatsiyu dlya vklyucheniya v katalog uchastnikov Vystavki (Forma 3) i plan stenda (Forma 4). Krome togo, Eksponent takzhe mozhet napravit' informatsiyu v programmu meropriyatiy (Forma 5) i zayavku na dopolnitel'noye oborudovaniye i uslugi (Forma 6). Na osnovanii poluchennykh zayavok Organizator vystavlyayet Eksponentu schot, kotoryy dolzhen byt' polnost'yu oplachen v techeniye 5 (pyati) rabochikh dney.

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Похожие слова

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