***In His Name, the Exalted***

**The Procedure Manual for the**

**Foreign Publishers Section**

**Of the 35th Tehran International Book Fair**

## **(Tehran, Imam Khomeini Masala - 8 to 18 of May, 2024)**

**Introduction**

The foreign section of the Tehran International Book Fair, which is managed by the Foreign Publishers Committee, includes the sales halls of the foreign-language books that are presented by foreign publishers or their official representatives in the exhibition.

Regarding the holding of the 35th Tehran International Book Fair from 8 to 18 of May 2024, the present procedure manual for the registration, participation and activity of foreign publishers or their official representatives (distributors) in the foreign publisher’s section of the fair has been compiled and approved.

**Chapter One - General Provisions**

1. In the foreign section of the exhibition, only books that were published from the beginning of 2015 can be offered and sold.

2. It is forbidden to present an unreal list and supply of fake books that are considered as an example of compilation plagiarism, unreal content, fabricated content, unreal author, unreal source of publication and the like.

3. The supply of foreign books in the section of domestic publishers and vice versa is prohibited.

4. Participants are not allowed to transfer their booth to others, under any title (reselling, licensing, and subletting and so on).

5. Dates:

5-1 Deadline for registration: March 18, 2024;

5-2 Entry of books into the customs warehouse of the exhibition: from February 20 to April 19, 2024;

5-3 Delivery of booths to participants: 5 days before the opening of the exhibition;

5-4 Content evaluation of books: until the opening day of the exhibition.

Note 1: The Committee of Foreign Publishers is not responsible for the registration of requests and shipments that are sent after the above specified times, or that contain incorrect information and documents.

Note 2: Participants who register from November 22, 2023 to January 20, 2024 will receive a 10% discount on the booth price.

6. It is allowed for the participants to send a request to cancel their participation in the exhibition up to one month after registration.

7. In addition to completing and uploading the registration forms, the applicant is required to upload the file related to the national card and the photo of the responsible manager and exhibitors, as well as the completed form for the exhibition identification card.

8. The applicant is obliged to upload the information and documents related to the books available in the exhibition, including the price, year of publication, cover photo, inventory, abstract and Excel file of the book list.

9. Foreign nationals who need visas to participate in the exhibition, should read the relevant instructions and upload the required documents at https//tibf.ir no later than April 8, 2024.

Note: The required documents for foreign nationals include the image of the first page of the passport and a personal photo.

10- Regulations related to unauthorized books

10-1 The books that according to the regulations are not allowed to be offered in the exhibition are:

Works that contain immoral content or images that are against Islamic values;

Works that include content or images that attack the national security and territorial integrity of the country;

Works that contain divisive, seditious, or insulting content or images to different denominations, religions, nations, and ethnic groups;

Books that promote deviant beliefs, sectarianism, racism and emerging mysticism.

10 -2 The process of evaluating foreign books and identifying unauthorized books is based on the guidelines of the Content Monitoring Committee of Foreign Books and is done in three stages, including evaluation before the start of the exhibition from the list of books, evaluation in the warehouse of foreign books of the exhibition, and evaluation of the books in the booth during the exhibition.

11. The participants in this section will only be allowed to supply the original (non-offset) book with ISBN (International Standard Book Number) in compliance with the rules and regulations.

12. The booth allocated to each publisher or distributor is only for the supply of the declared books that are in stock and registered on the website, and the participant must refrain from displaying and selling other books.

13. Participants who try to import books from border points, must act based on the provisions contained in the customs instructions.

Note: Participants who use Iran Air airline to send their books will be entitled to a 50% discount on the shipping cost.

14. Selling and sending goods other than books such as posters, CDs or information storage equipment and supplies, audio-only products (such as music albums, lectures, etc.), visual-only products (such as movies, tape recordings of lectures, etc.), all kinds of software, greeting cards, stationery, toys, dolls and toys are prohibited.

Note: Presentation of any kind of cultural product enclosed with the book, if they are stated in the book and they have direct connection with the content of the book, at the discretion of the organizer of the exhibition, is unimpeded.

15 - Exhibition services

15-1 Participants in the foreign section can apply for each of the mentioned services based on the following table:

|  |  |
| --- | --- |
| **Service** | **Price** |
| Booth construction and decoration | Based on the prices and conditions mentioned in the relevant link |
| Water cooler rental | Based on the prices and conditions mentioned in the relevant link |
| TV set rental | Based on the prices and conditions mentioned in the relevant link |
| Executive colleague for the booth | 20 euros for one day |
| Interpreter inside the booth | 20 euros for one day |
| Tourism guide | 30 euros for one day |
| Catering snack | 5 euros for each meal including tea or Nescafe, cake and juice |
| Full meal (lunch) | Based on the prices and conditions mentioned in the relevant link |
| Shuttle service | Based on the prices and conditions mentioned in the relevant link |
| Accommodation | Based on the prices and reservations provided in the accommodation link on the exhibition website |

15-2 Applicants should upload their application after confirming their registration in the foreign section, while being informed of the conditions and prices offered for each of the above items through the exhibition website.

**Chapter Two - Specific regulations for publishers and distributors**

1. All foreign publishers or their official representatives, according to their type of activity and taking into account the criteria contained in this procedure manual, can register and participate in one of the non-Arabic and Arabic halls, in the two sections of direct sales and virtual sales. Applicants should go to the registration website of foreign publishers at the address of (https://tibf.ir), complete, and upload the registration forms.

2. Representatives of foreign publishers must submit at least one official letter of introduction from the foreign publisher that is approved by the committee of foreign publishers so that their initial registration would be possible.

Note 1: It is only possible for one distributor to submit an exclusive letter of introduction, and if more than one distributor submits an exclusive representation at the same time, all letters of introduction will be suspended until the validity of the introduction letter is determined.

Note 2: Participants who have exclusive representation for the sale and supply of all or part of the books of an international publisher must submit a letter from the relevant publisher addressed to the Foreign Publishers Committee in which it is specified that a real or legal person (accurately mentioning the name and specifications) exclusively (mentioning the word exclusive) is allowed to sell and offer all or part of the books of the publisher in question during the exhibition.

Note 3: It is necessary for distributors, in addition to the letter of introduction, to have a publishing license from the Ministry of Culture and Islamic Guidance, or a business license from one of the reputable unions of publishers and booksellers in the country.

3. The price of the booth in the foreign section of the 35th exhibition, as well as the regulations related to discounts, will be based on the following table:

**Table of expenses of the Foreign Section of the 35th Tehran Book Fair**

**And regulations related to discounts and exchange rates**

|  |  |
| --- | --- |
| Discount Percent | Books published from 2015 to2019: 25% publisher discount  Books published from 2020 to 2024: 15% publisher discount; 30% discount from the Deputy for Cultural Affairs |
| Determining the exchange rate | The exchange rate will be in accordance with the SANA rate |
| Booth Expense | The expense of the booth in Arabic-language Hall: **70 euros per square meter**  The expense of the booth in non-Arabic language hall: **100 euros per square meter** |
| Booth fee for Iranian distributors | Up to 9 square meters: 8,500,000 rials per square meter  From 10 to 24 square meters: 7,800,000 rials per square meter  From 25 to 50 square meters: 7,000,000 rials per square meter  From 51 to 100 square meters: 6,300,000 Rials per square meter  From 101 to 150 square meters: 5,700,000 rials per square meter  From 151 to 200 square meters: 5,000,000 rials per square meter |
| Booth allocation based on the weight of books offered | Up to 9 square meters: 1.000 kg  From 10 to 24 square meters: 2.000 kg  From 25 to 50 square meters: 4.000 kg  From 51 to 100 square meters: 6.000 kg  From 101 to 200 square meters: 10.000 kg |

Note 1: Participants who attend the foreign section of the exhibition for the first time (both distributors and main publishers) are subject to a 20% discount on the booth price.

Note 2: The Committee of Foreign Publishers can make changes in the size and shape of the booths as needed, and the cost of the booth will be calculated based on its final size.

Note 3: The participants who wish to set up their own booth using custom design and decoration should send their desired design to the Foreign Publishers Committee after the registration is finalized, and receive the approval of this Committee.

4. The price of books is calculated and applied based on the Riyal equivalent of the price listed on the back cover, which has been approved by the Committee of Foreign Publishers, and it is forbidden to sell the book at a price higher than the back cover or to distort and change the price of the back cover.

Note 1: If the price is not included on the back cover of the book, the price will be calculated based on the price list.

Note 2: Participants are not allowed to increase prices and reduce discounts during the days of the exhibition.

5. It is forbidden to change the currency type from the invoiced currency by the main publisher to other international currencies, as well as to apply exchange rates higher than the rate approved and announced by the headquarters of the exhibition.

Note: The exchange rate is determined by the Financial Committee of the exhibition and communicated to the participants.

6. It is mandatory to enter complete bank account information (related to the bank of the exhibition) on the website during registration.

7. The declared account number must be in the name of the applicant or in the name of the publication (in the case of legal entities).

Note: Foreign participants who do not have the possibility to open a bank account in Iran should, after registration, correspond with the financial committee of the exhibition and get instructions on how to complete the financial process of the exhibition.

8. The booths requested by the applicants will be allocated to the participants only after completing and confirming the registration procedures and based on the space allocated by the exhibition headquarters to foreign publishers.

9. Applicants should submit their request to attend the exhibition according to the schedule below and take other necessary actions after registration is finalized and confirmation is received. Obviously, registering the application to attend the exhibition alone is not enough, and the confirmation of the applicant's presence depends on the review of the registration documents and the approval of the registration board of the Committee of Foreign Publishers.

10. The participants are required to deliver and equip their booths at least 5 days before the opening of the exhibition.

11. In the 35th exhibition, it is possible to hold events with the theme of promoting book reading for the participants of the foreign section. For this purpose, it is necessary for the applicants to upload their request in the website of the Foreign Publishers Committee at least 30 days before the start of the exhibition.

**Chapter Three - Guidelines for Providing Customs Services**

**to the Foreign Publishers' Section**

In order to organize and provide optimal customs services to publishers and distributors participating in the 35th Tehran International Book Fair, and to ensure a transparent implementation process in interaction with other executive and supervisory departments of the fair, the following set of rules and regulations have been prepared. Compliance with these regulations is essential and mandatory for all relevant departments.

1. All book shipments related to the exhibition must be imported into the country through official channels.

Note: Book shipments should not be sent by post.

2. The carriage and shipment of any cultural goods, attached to books or non-books products, in the name of the Tehran International Book Fair is prohibited and will not be covered by the exhibition's customs services. If it causes disruption to the clearance of exhibition shipments or legal, financial, and criminal consequences, the responsibility will lie with the original owner of the goods (publisher or distributor).

3. Cargoes transported to the exhibition must be unloaded at Tehran customs (both land and air) by no later than 20th of April 2024. The exhibition will not be responsible for timely clearance of the book shipments that enter customs after this date.

4. The bill of lading for all book shipments entering the country through land and sea borders must be addressed to the final destination of **Tehran Customs**. Air shipments must be addressed to **Imam Khomeini Airport Customs**. The consequences resulted from the ignorance of this issue by the shipping company, will be borne by it and by the original owner of the goods (distributor and publisher).

5. In all bills of lading and shipping documents related to the exhibition, the consignee and owner of the goods must be:

*Ministry of Culture and Islamic Guidance; the 35th Tehran International Book Fair.*

6. After the cargo is transported from the origin to Tehran Customs, the participant (publisher or distributor) must send the cargo declaration form, along with the information required in article 9 of these regulations, to the Foreign Publishers Committee as soon as possible. The participant will be responsible for any delay in the clearance of shipments if they fail to submit the completed cargo declaration form and any of the required documents.

Note: Entering titles other than the exact title mentioned, even if they are similar, is not acceptable, and the responsibility and consequences of this will be borne by the sender of the shipment (publisher or distributor).

7. All book shipments of the exhibition must be stored in public warehouses by the shipping company under **the national ID of the Ministry of Culture and Islamic Guidance, number 14002923037.** Needless to mention that the ignorance of this regulation will result in consequences whose responsibility is for the owner of the cargoes and the shipping company.

8. The full and accurate name of the exhibition participant must be stated in the bill of lading and shipping documents.

9. The documents required for the clearance of book shipments of the exhibition are:

* Bill of lading
* Packing list
* Certificate of origin
* Warehouse receipt

10. The clearance of goods and the receipt of clearance documents are subject to the final registration of the publisher or distributor in the exhibition registration system and the approval of the Foreign Publishers Committee.

11. The clearance of book shipments will be carried out after the complete and flawless delivery of the necessary documents mentioned in article 9 of the present regulations.

12. The minimum time required for the clearance process from the time of approval by the Foreign Publishers Committee that the documents are complete is 10 working days. The order of exit of the shipment from the customs is also based on the time of complete submission of the documents.

13. It is necessary that the name of the applicant and the total number of packages related to a bill of lading be written on the packages or cartons sent in a complete, legible, and clear form. Otherwise, the exhibition will not be responsible for the timely clearance of the shipment.

14. Each participant is required to complete one copy of the Declaration Form for Carriage of Goods to the 35th Tehran International Book Fair (TIBF35) for each bill of lading and submit it to the Foreign Publishers Committee along with other documents.

15. The weight of the book shipments to the exhibition must be based on the requested booth size according to the amount specified in Section 3 of Chapter 2 of the regulations (according to the table). It is obvious that the Foreign Publishers Committee will refuse to accept shipping documents that are inconsistent with the specified weight.

16. All the clearance costs of book shipments of the exhibition will be borne by the publishers and distributors, which will be calculated and collected at the end of the exhibition.

**Cargo Declaration and Customs Services Application Form for the 35th Tehran International Book Fair**

Participant Name (Natural Person / Legal Person)

Landline Number Mobile Phone Number

Name of the Carrier Company

Title of the Representative of the Shipping Company in Iran

Landline Number Mobile Phone Number

Bill of Lading Number Bill of Lading Date

Mode of Transport (Land/Sea/Air)

Number of Book Titles

Number and Type of Packages (Pallet/Carton)

Total Weight

Publisher or Distributor Signature

**Chapter Four- Centralized sales hall for foreign books**

1. In order for buyers to use foreign books as much as possible, in the 35th Tehran International Book Fair, for the first time, a special hall under the name of the Centralized Sales Hall for Foreign Books will be set up next to the main halls of foreign publishers. This hall is dedicated to books that are not available in the main hall booths.

2. In the Centralized Sales Hall, only one copy of foreign books is displayed and it is not possible to sell books directly.

3. The book buyers of this hall, after choosing, order the books they want through the exhibition system, which will be sent to them by post.

4. Next to the hall, there will be a counter to provide book selection and ordering services for customers.

5. The books offered in this hall will be subject to the regulations related to the books offered in the main halls of foreign publishers in terms of the year of publication, discount amount and regulatory instructions.

6. Foreign publishers or their Iranian representatives should provide the foreign publishers' committee with the books they want to display in the central hall 15 days before the opening of the exhibition.

7. None of the books offered in the centralized sales hall (even if it is a single copy) will be removed from the hall from the beginning to the end of the exhibition, and the vendors are obliged to send by mail exactly the same books requested to the buyer's address after the end of the exhibition.

Note: If the book sent to the buyer differs in any way from the book offered in the hall and leads to a buyer's complaint, it will be possible to register a complaint in the relevant section of the system. The Committee of Foreign Publishers examines the received complaints and then reflects them through the Supervisory Council of the exhibition for legal proceedings.

8. The executive management of the centralized sales hall is the responsibility of the Committee of Foreign Publishers.