BOLOGNA DIGITAL

BOLOGNA CHILDREN’S BOOK FAIR

The rights place for children’s content

30 March
2 April 2015
THE BOLOGNA CHILDREN’S BOOK FAIR is the leading event for the international copyright market for children’s books and content. It is a professional trade show with unique activities that make it an outstanding cultural event unparalleled in its ability to attract specialist publishers and for one week every Spring to transform Bologna into the world’s capital of children’s book publishing.

The Bologna Children’s Book Fair is the most important international event dedicated to the children’s publishing and multimedia industry. In Bologna authors, illustrators, literary agents, licensors and licensees, packagers, distributors, printers, booksellers, and librarians meet to sell and buy copyright, find the very best of children’s publishing and multimedia production, generate and gather new contacts while strengthening professional relationships, discover new business opportunities, discuss and debate the latest sector trends.

About 1,200 exhibitors coming from 75 countries and 25,000 international professional trade representatives in 2014. In its 51st edition, the Fair offered more than 20,000 square meters (about 215,000 square feet) of exhibition space with a simple and easy-to-understand layout.
As the CEO of GoMadKids, we were looking for an opportunity to showcase our innovative project. The Digital Café seemed to be a good location for our first ‘showcase’. We were not disappointed, in fact we believe the Digital Café is the perfect venue for any company offering an electronic or digital solution for children’s publishing. The daily presentations ensured that the area was always full of new visitors and provided us with many potential customers who would probably never have found us, had we been located in any other location within the exhibition."

Mike Gaunt
CEO GoMadkids

We chose to launch our first product, Kindoma Storytime, in the Digital Café. It gave us a strong platform that led to high visibility amongst publishing executives across the industry ranging from Disney to Hachette, as well as visibility in the press including an article in the NY Times."

Tico Ballagas
Co-Founder Kindoma

The growth of the Digital Area at Bologna has been dramatic, one of the best places in the world to meet publishers and talk about technology and content. The 2014 Bologna Fair gave PubCoder a unique occasion to become visible, and we have personally met more than 300 people and introduced our work to hundreds of professionals. The organization is perfect and the vibe always positive. We will be really happy to come back in 2015!

Paola Giovine
PubCoder
WELCOME TO THE BOLOGNA DIGITAL AREA 2015

This is the fastest evolving part of the Bologna Children’s Book Fair. Since its launch in 2012 this section of the fair has grown dramatically. Whether it is to see the newest mobile apps or find the best solutions to your ebook and other digital projects you’ll find them all here in Hall 26.

During the 2014 fair over 5,500 people visited the digital zone - a new record for customer visits per area square metre at the fair! For our 2015 edition we are planning to add a number of new features:
- new Café presentation formats including a 15 minute spark demo
- more industry leader interviews with leading technology executives
- invitation only networking party on one evening of the fair.

So for companies large and small in the digital publishing and innovation space we recommend that you come and join this exciting and unique place in the fair.
The whole area is organized with small booths to fit the needs of new digital publishers and developers in terms of size and presentation. These come completely pre-built also with printed graphics, and a flat screen monitor can be included. Inside this vibrant area is the Digital Café where our seminars and presentations take place, this space provides businesses with a fantastic place to display solutions and meet new clients.

Last year we hosted over 40 talks that included interviews with industry leaders, exclusive product launches and valuable showcase studies of companies working and profiting from digital initiatives. You might see the flavour of last year’s event by checking the Bologna digital café web page’s 2014 edition.
Stand types

1. Stand type C (3x2m)  
   2.800 € (registration fee included)
2. Stand type C (3x2m) with 42 inch screen  
   3.400 € (registration fee included)

Multi-stand pavillion

3. Stand type (16 sqm booth)  
   6.000 €  
   (inscription for each co-exhibitor 130 €)
4. Stand type (24 sqm booth)  
   8.000 €  
   (inscription for each co-exhibitor 130 €)

For more information see booking form attached.
All fee are subject to VAT if applicable.
Please note a registered exhibitor you will have one presentation slot programmed (up to 30 minutes) in the Digital Cafe main programme and if required new extra 15 minute spark demo for the final morning of the fair.

Please complete enclosed form and email to bookfair@bolognafiere.it
You will then receive instruction for emailing your logo for the back of the stand in order to complete stand’s construction for when you arrive. You will also be contacted to programme your Cafe presentation and send in your title and description of the talk in the digital café, for all information of the café please email neal.hoskins@wingedchariot.com

For more info:  
www.bolognachildrensbookfair.com

In order to connect with client and publisher at the fair you can search the database  
www.bolognachildrensbookfair.com/directory
DIGITAL CAFÉ
Over the last few years we have hosted talks by over 100 developers from 15 different countries in the digital café theatre space. We have highlighted the role of the artist, publisher and distributor in the new digital publishing world and have discussed many of the key issues in digital transformation with both start ups and industry leaders.

Speakers from previous years include among others illustrators Peter Sis, Klaas Verplancke, Roger Mello and Paul Zelinsky (USA), Paulina Modlitba from Toca Boca, Susan Jurevics from Pottermore, Nathan Hull from Penguin Random House. Alongside these interviews we have launched and previewed new start up products from across the world. Whether it be a new digital production service or showcasing the latest winning application from the BolognaRagazzi Digital Award these three days of unique programming have established the Digital Cafe’s place in fair alongside the ever popular Illustrator and writer cafés too.

In 2015 our goal is to bring new a whole new mix for talks and presentations. Our industry leader interview slots will continue as we strive to make the Digital Café THE PLACE to discuss and learn about all the different projects and new business ideas that flow through the children’s book world via digital initiatives.
MASTERCLASSES
Alongside the café programme we run a series of hands-on masterclasses around the topics of design and production skills in digital. These events take place in the service centre rooms of the fair and are deeper dives on how to make digital products using ebook and other multimedia tools. These seminars have proved popular with illustrators and publishers alike.

Our 2nd Dust or Magic Bologna Masterclass will also run on Sunday 29 March. This collaborative project produced in conjunction with the Children’s Technology Review (CTR) bring the well known DOM conference brand to Bologna and really set the tone for app and web development in the Children’s publishing world from 2015 onwards. Much of what happens in Dust Or Magic is characterized by a growing community of new and innovative publishers in this space, the after event dinner is now a legendary event with a large table booked weeks in advance for participant to carry on their networking late into the night.

In addition the BCBF hosts one of the TISP meetings that looks at the collaboration efforts of technologists and publishers supported by the EU.

For more details, please browse the programme page on the website.
New technologies have given children’s storytellers innovative ways to practice their craft. As a result, the Fair created the BolognaRagazzi Digital Award, a spotlight on innovation and excellence in children’s digital publishing on a global level.

Digital publishers and developers are invited to take part in the Award. Each year an international Jury tests the entries and selects them on the basis of graphic quality, audio quality, artistic and technical achievement and/or information values. Two applications are picked to win this award in the fiction and non fiction categories. Also a shortlist including the best 15 apps is spread to the media.

Winners and mentioned apps are showcased during the Bologna Children’s Book Fair.

This new award follows in the footstep of its older sister, the BolognaRagazzi Award for print publishing which will celebrate its fiftieth Anniversary in 2015.

The award is open to publishers and developers in any language or platform, of apps (android, iOS, windows, web) made for children aged from 2 to 15 years old. It is free, and open to any publisher. Categories of participation are Fiction and Non Fiction. The prize is organized in cooperation with the Children’s Technology Review (USA) and the jury members are international digital publishing experts and illustrators.

For any publisher/developer this award gives:
- Immediate international recognition and promotion of the work
- Permission to use the award logo on the prize-winning work throughout the world
- Global media coverage during the fair and after the event including possible platform led promotion.

The 2015 Jury is comprised of Warren Buckleitner (CTR) Judge:
- Cristina Mussinelli
  Italian Publisher association
- Klaus Verplanke
  Illustrator and Artist
- Max Whitby
  co-founder of Touch Press
Application form
Digital Area
Hall 26 Stand B/90
Bologna 2015
from Monday 30 March
to Thursday 2 April

<table>
<thead>
<tr>
<th>Space reserved for BolognaFiere</th>
<th>Iscrizione n.</th>
<th>Cod. Esp.</th>
<th>Padiglione</th>
<th>Corsia</th>
<th>Stand</th>
<th>Cod. SICOM</th>
</tr>
</thead>
</table>

The undersigned firm, having examined the regulations printed overleaf which, in accordance with law, it hereby declares that it understands and accepts in full and without reservation, submits this application to take part in the Exhibition in question and asks to hire a stand as specified below.

The information will be published in the catalogue and on the Internet

- [ ] Publisher
- [ ] Packager
- [ ] Developer

Other (please specify) .........................................................

In alphabetical order under the letter: (specify) ..........................................................

Company name ...........................................................................................................

Street .........................................................................................................................

City/Post code ............................................................................................................

Country ......................................................................................................................

Telephone (area code) ...............................................................................................  

Fax .............................................................................................................................

E-Mail ........................................................................................................................

Administrative email ................................................................................................

address for sending administrative documentation (required)

Web site .....................................................................................................................

VAT No. .......................................................................................................................

Please tick publishing sectors as appropriate:

1. Illustrated Book
- Activity books (101)
- Board books (102)
- Novelty books (103)
- Painting and colouring books (105)
- Picture books (104)
- Pop-up books (106)

2. Children's and Juvenile Literature
- Fairy tales (604)
- Fiction (601)
- Novels (602)
- Poetry (603)

3. Educational
- Dictionaries (701)
- Education (702)
- Geography (703)
- History (704)
- Language courses (705)
- Music (706)
- Psychology (707)
- Religion (708)
- Science (709)

4. Non-Fiction
- Art (301)
- Biographies (302)
- Cinema and TV tie-ins (303)
- Encyclopaedias (304)
- Non-fiction (305)
- Reference books (306)

5. Sport and Hobbies
- Cooking (207)
- Entertainment (201)
- Hobbies (202)
- How-to-books (203)
- Leisure (204)
- Nature and Environment (208)
- Pets (205)
- Sport (206)

6. Miscellaneous
- Almanacs (401)

- Teaching (710)
- Technical studies (711)
- Text books (712)

- Calendars (402)
- Comics (403)
- Decal/Transfers (404)
- Games (409)
- Gift books (405)
- Periodicals (406)
- Picture cards (407)
- Posters (408)

7. Digital and Multimedia
- Audiobooks (808)
- CD-I (803)
- CD online (805)
- CD/DVD (801)
- ebooks (808)
- Educational software (810)
- Internet (806)
- Mobile Products and Services (811)
- Video CD-ROM (804)

8. Other Aids
- Didactic games (504)
- Films (503)
- Video (507)

Please add a brief description of your publishing activity (maximum 4 lines in English)

Contact person ...........................................................................................................

e-mail address (should it be different from the catalogue entry) ..........................................

Data for sign

Company name ............................................................................................................

City ...............................................................................................................................

Age groups: □ pre-school (A)  □ 5-10 (B)  □ 10-15 (C)  □ 16 and over (D)
Stand request

<table>
<thead>
<tr>
<th>Stand requested</th>
<th>Quantity</th>
<th>Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual stand*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A29 Stand type C (3x2 m)</td>
<td></td>
<td>2,440.00</td>
</tr>
<tr>
<td>Stand type C (3x2m) with 42 inch screen</td>
<td></td>
<td>3,040.00</td>
</tr>
<tr>
<td>A01 Registration fee</td>
<td>1</td>
<td>360.00</td>
</tr>
</tbody>
</table>

inclusive of administrative dues, compulsory insurance policy
and one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone

Total (without V.A.T.)

V.A.T. will be added to the total on the invoice, if due
See enclosed folder for prices and technical characteristics

Booth Features:
Boundary walls in modular panels. Grey carpet. 1 round table (diameter cm 70). 3 white chairs.
3 spotlights. 1 electric outlet (220 v). 1 stool. 1 wastepaper basket. 1 sign (max dimension 200x200 cm)

* The stand fees include the following mandatory services: electric system connection and testing, with maximum power supply up to 3 Kw; fire-extinguisher supply according to the safety standards; daily stand cleaning; municipal advertising charges for advertising on billboards and exhibiting company name.

Stand requested

<table>
<thead>
<tr>
<th>Stand requested</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Multi-stand pavilion*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 sqm booth</td>
<td></td>
<td>6,000.00**</td>
</tr>
<tr>
<td>24 sqm booth</td>
<td></td>
<td>8,000.00**</td>
</tr>
<tr>
<td>Inscription for each co-exhibitor</td>
<td></td>
<td>130.00</td>
</tr>
</tbody>
</table>

Different sizes available on request – Exact rate to be defined according to booth size
** Registration fee included, for administrative dues, compulsory insurance policy
and one standard WI-FI connection 802.11 b/g 2GHz for 1 PC, Tablet PC or Smartphone

Booth Features:
Boundary walls in modular panels. Grey carpet. 1 round table (diameter cm 70) and 3 white chairs.
3 spotlights. 1 electric outlet (220 v), reception desk, 1 stool, 4 wastepaper basket. 1 sign (max dimension 200x200 cm), 2 42” screens

* The stand fees include the following mandatory services: electric system connection and testing, with maximum power supply up to 3 Kw; fire-extinguisher supply according to the safety standards; daily stand cleaning; municipal advertising charges for advertising on billboards and exhibiting company name.

Method of payment
Payment may be made by bank transfer to the name of:
BolognaFiere Spa – presso Unicredit Spa – IBAN IT 54 K 02008 02515 000030087244 - SWIFT UNCRITMMOEE

Invoice information (for administration purposes):

Name (company or professional individual name) ...........................................
Address (if different from the catalogue one) ...........................................
City ..................................................... Country .................................

If you are a taxable entity / person please indicate:
☐ VAT Number
☐ in our country VAT Number does not exist

If you are a professional/private individual, please indicate date and place of birth:

If you are a:
☐ taxable entity / person or ☐ private individual

You are a:

According to Art. 1341 and 1342 of the Civil Code, we hereby approve and sign specifically clauses concerning: Irrevocability of the application form (Art. 2); - Discretionary power of BolognaFiere (Art. 2, 4); - Power of annulling, backing out and stopping a contract (Art. 3, 4, 6, 7, 8, 20, 24); - Penal clause (Art. 3, 6, 8, 9); - Renunciation of refunds and allowances (Art. 4, 5, 6); - Restrictions to the withdrawal power (Art. 6, 21); - Restrictions or exemption from responsibility (Art. 8, 11, 12, 13, 15, 16, 17, 19); - Acceptance or responsibility (Art. 8, 10, 11, 12, 17, 19, 23); - Supply of utilities (Art. 4, 16, 18); - Exclusive competent Court of Law (Art. 22); - Handling of personal data and informed consent (Art. 24).

This application is valid only if it carries signature:

Deadline for return of the application form and inclusion in the printed catalogue (please return to BolognaFiere): 28th January 2015

1) ADJUDICATION TO THE EXHIBITION

The following may be advertised as Exhibitors:

- all companies, legal personalities, associations, public, bodies and others

2) APPLICATION FOR PARTICIPATION

Applications must be sent, in writing on a form to be provided by the Organiser, as well as the «Exhibition Technical Regulations and Various Forms Booklet», the «Exhibitor Manual», the «Exhibition Technical Regulations and Various Forms Booklet».

3) PARTICIPATION IN THE EXHIBITION

Applications must be sent, in writing on a form to be provided by the Organiser, as well as the «Exhibition Technical Regulations and Various Forms Booklet», the «Exhibitor Manual», the «Exhibition Technical Regulations and Various Forms Booklet».

4) NON-COMPLIANCE AND NON-FULFILLMENT

Should a notice of cancellation be tendered less than 60 days before the start of the Exhibition, the Exhibitor will be entitled to full payment as a penalty of the registration fee and participation fee, as well as any other contractual amounts due, less any monies already received for the removal of the products and stand by allocating it to other Exhibitors.

5) TERMS OF PAYMENT

The exhibits shall be constructed in a workmanlike way and free of charge. The displays and related equipment shall be removed by the Exhibitor to promptly clear out the area, at its own risk and expense, at least 120 days prior to the start of the Fair, without prejudice to any other rights of the Organiser responsible for the structural, the furnishings, and the installations. The same obligations apply to the stand set-up, the stand set-up shall be completed by the date of the invoice and in any event before the stand opening date. The Exhibitor may rent the extinguishers as detailed in the Technical Regulations. Exhibitors, shall be regarded as purely indicative, they are not expected to make any representation or commitment.

6) STAND FURNISHING

Exhibitors may list their stand to the area of the stand itself, as indicated in the «Exhibition Technical Regulations and Various Forms Booklet»

7) NON-COMPLIANCE AND NON-FULFILLMENT

The Exhibitor may rent the extinguishers as detailed in the Technical Regulations. Exhibitors, shall be regarded as purely indicative; they are not expected to make any representation or commitment.

8) HANDLING BACK OF STANDS

Exhibitors who have not settled each and every one of their accounts, both direct and indirect, with BolognaFiere, the Exhibitor expressly authorises BolognaFiere not to allow the removal of products and materials not listed on the «Exhibition Technical Regulations and Various Forms Booklet» and «BolognaFiere Manual».

9) HANDLING BACK OF STANDS

Exhibitors who have not settled each and every one of their accounts, both direct and indirect, with BolognaFiere, the Exhibitor expressly authorises BolognaFiere not to allow the removal of products and materials not listed on the «Exhibition Technical Regulations and Various Forms Booklet» and «BolognaFiere Manual». BolognaFiere accepts no responsibility for goods, materials and anything else left unattended by the Exhibitors, the Organiser is entitled to dispose of these, as it considers necessary, bearing in mind the legitimate claims of the parties responsible for the structural, the furnishings, and the installations. The same obligations apply to the stand set-up.

10) CONDITIONS FOR PARTICIPATION IN THE EXHIBITION

The Exhibitor is reminded that the Exhibition Centre «BolognaFiere» will undertake to observe the relevant regulations and laws, as required by the «Exhibition Technical Regulations and Various Forms Booklet».

11) HANDLING BACK OF STANDS

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12) HANDLING BACK OF STANDS

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13) HANDLING BACK OF STANDS

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14) HANDLING BACK OF STANDS

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15) HANDLING BACK OF STANDS

The Exhibitor is reminded that the Exhibition Centre «BolognaFiere» will undertake to observe the relevant regulations and laws, as required by the «Exhibition Technical Regulations and Various Forms Booklet».

16) HANDLING BACK OF STANDS

The Exhibitor is reminded that the Exhibition Centre «BolognaFiere» will undertake to observe the relevant regulations and laws, as required by the «Exhibition Technical Regulations and Various Forms Booklet».
10) ACCESS TO EXHIBITION CENTRE
The exhibitor will be allowed a certain number of days to visit the exhibition presenting the required entry document, at the times stipulated by BolognaFiere. BolognaFiere reserves the right to control the presence of persons on these terms, if necessary, even during the Exhibition. In addition, the exhibitors and their staff to enter the exhibition freely, BolognaFiere will issue entry passes as for the "Technical Exhibition Regulations", of which implies acceptance of these regulations. The Exhibitor is required to abide by any regulation (even without the consent of the behaviour of the persons he provides with entry passes, as well as for the behaviour of his employees, agents or assistants) expressly relates to the performance of the duties with which they have been tasked.

11) SURVEILLANCE AGAINST THEFT - LIABILITY FOR DAMAGES
The exhibitor shall ensure to observe the security conditions and the exhibitor shall take every measure to make sure that the safety of the persons he provides with entry passes and the exhibition space in general are ensured. The Exhibitor shall not constitute a subject of dispute with BolognaFiere.

12) INSURANCE - RELEASE, ASSUMPTION AND INDUSTRY
The Exhibitor shall benefit from the following insurance policies taken out by BolognaFiere:
11) SURVEILLANCE AGAINST THEFT - LIABILITY FOR DAMAGES

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13) CLAIMS
Any claims related to the organization and the management of the Exhibition, shall be exclusively made in writing to the organizer no later than seven days after the conclusion of the event. The Exhibitor will not present any claim.

14) INTELLIGENT PROPERTY
The products and goods on display, as well as the material and the promotional activities, are drawn or in any way reproduced without the authorization of the Exhibitor and BolognaFiere. However, BolognaFiere reserves the right to film, reproduce, advertise and authorize the filing, the display cards or samples, even those of a purely indicative nature, for firms not listed on the "Official Firms Booklet".

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15) TEMPORARY IMPORTATION
The Exhibitor shall be liable for all damages, losses, costs, expenses and penalties that are due to him or to the staff operating on his behalf (including damage caused by furnishing or systems installed either by the Exhibitor or by third parties engaged by him, even if they have been inspected by BolognaFiere).

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16) TECHNICAL SERVICES
At the Exhibitor's request and in accordance with the provisions set out in the "Exhibition Technical Regulations" and the "Official Firms Booklet", and the official forwarding agent shall be engaged to provide Exhibitors with daily stand cleaning and maintenance, as well as for the technical regulations in respect of the building and dismantling, BolognaFiere will provide Exhibitors with daily stand cleaning and maintenance, as well as for the technical regulations in respect of the building and dismantling, including electrical regulations.

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17) PRINTED LITERATURE AND ON-LINE INFORMATION
BolognaFiere reserves the right to gather, print and release the Catalogue and all related information (even in a shortened and abridged version) contained in the application form concerning the exhibitor, in the form of a digital catalogue, even if these shall otherwise they showcase or present in any manner that it requests, that it deems appropriate without any responsibility for omissions, mistakes or malfunctioning, using for this purpose various digital communication tools (printouts, CD ROM, Internet and/or other). All provided data refer to applications received up to 45 days prior to the date of the exhibition.

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18) PAID ADVERTISING
In the marketing the Exhibitor may distribute advertising material only inside their own exhibition area.

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19) CAR PARKS
Since the Exhibitor cars are parked may be used exclusively by cars displaying a permit issued by BolognaFiere and provided that the parking space is free and BolognaFiere may have the vehicle removed from the car park, at the risk and expense of the owner, if no permit has been issued and the owner of the vehicle, will be jointly and severally liable for the operation together with the Exhibitor. The Exhibitor must ensure that the vehicle must have a valid document for admission to the Exhibition Centre.

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The Exhibitor is required to abide by any regulations referred to BolognaFiere or Safety Authorities, by the authorities responsible for fire and accident prevention, by the authorities responsible for the normal opening and closing of the Exhibition Centre of BolognaFiere.

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The Exhibitor guarantees to have read the Code of Ethics of BolognaFiere, available at http://www.bolognafiera.it/files/documenti/docs/etica2012.pdf, to share and accept fully the contents, of the announcement of the Exhibitor and the company of the fundamental principles and norms provided for therein. All exhibitor rights are the sole responsibility of BolognaFiere, while any other obligation arise, as a result of any legal action, of the Exhibitor shall not be held against the company of BolognaFiere.

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21) POSTponement, RESTRICTION OR CANCELLATION OF THE EXHIBITION
It is BolognaFiere's irrevocable and discretionary right to change the dates of the Exhibition, or does not materially the Exhibitor to withdraw or in any way annul the contract and gain release from his obligations. The exhibitor is required to abide by any regulations referred to BolognaFiere or Safety Authorities, by the authorities responsible for fire and accident prevention, by the authorities responsible for the normal opening and closing of the Exhibition Centre of BolognaFiere. The Exhibitor agrees to his legal domicile, and all ancillary and supplementary of law, at the offices of BolognaFiere. The Exhibitor accepts Italian jurisdiction and no other and acknowledges the sole place of competence of Bologna.