# 2020BEIJING INTERNATIONAL BOOK FAIR
## Q & A

Beijing International Book Fair (BIBF) - the second largest book fair in the world - will be held in Beijing from August 26 to August 30,2020. This year, BIBF will take place at its normal home at NCIEC, supplemented by a special online edition. The online platform will utilize new technologies such as 5G, big data and AI to improve its service capacity. Digital communication and online trade services will help integrate all BIBF products and services to create an all-year-round communication platform for the international book publishing industry. BIBF will exhibit for 5 days in Beijing and continue year-round online.

**Online Exhibition Service**

## 1. What is online exhibition?

2020BIBF will upgrade its official website, develop BIBF App, and create a new online copyright platform to help international exhibitors **display their books and promote their copyrights**, and facilitate international exhibitors with **copyright negotiation, buyer**

**information collection, and copyright trade**. The BIBF online copyright platform will be presented on the upgraded official website (www.bibf.net) and launched in early July. All publishers registered on this platform have the opportunity to participate in various online copyright negotiations and matching meetings organized by BIBF throughout the year.

2020BIBF will also set up an **Online Copyright Trade Award**. For exhibitors who conclude copyright transactions through online negotiation during the August 26-30 exhibition, the top 10 exhibitors will be awarded according to their trade volume (detailed information needed). The prize is: Online copyright trade award certificate, 2021 booth coupon worth 900 US dollars, and more value-added special promotion services.

## 2. How much does it cost to exhibit online?

The BIBF online copyright platform will be completely free of charge until December 31, 2020. Exhibitors of online participation can register for free, upload catalog for free, and conduct copyright negotiation and cooperation for free. Starting from January 1, 2021, it will only be open to paying exhibitors, professional visitors, buyers, etc. (price to be announced later).

The exhibitor who settles in online platform will be granted with a company account (including two sub-accounts), and the administrator of the exhibitor company needs to use the company account to fill company information and manage the sub-accounts. Copyright

managers, editors and other staff can use sub-accounts to upload catalog, maintain the account, and use functions such as meeting appointments, searching for copyrights and buyers. In case of needs for additional sub-accounts, each sub-account is priced at 350RMB. For exhibitors who purchase physical booths, the number of four sub-accounts is granted for each 9sqm booth.

## 3. How to apply for online exhibition?

**If you want to participate in 2020BIBF only Online:** please register a company account on the website from July 10 to 20. Upon registration, your will receive the username and password for your company administrator in your email.

**If you want to participate in 2020BIBF with both Online service and physical booth":**Please fill out the 2020BIBF Contract and the company information and exhibition model before July 10, and your account manager will apply for a company account on the online copyright platform, and  send the information to you around July 10. (Note: One company can only have one company account. Exhibitors who have registered for physical booths can directly register online after July 10)

## 4. Timeline for online exhibition

June 10-July 9: Registration for Exhibitor who use Online service and physical booth

July 10: Online training on the operation of online copyright platform

July 10-20: Online registration for all exhibitors

July 10-25: Exhibitors upload information (catalog, company information, directory information)

July 25: Deadline for exhibitor information upload

August 1: Exhibitors start meeting appointment and online negotiation

August 26-30: BIBF offline book fair held concurrently. Online copyright trade award

## 5. What documents are needed before I apply for online participation?

The BIBF online copyright platform will carry massive information of Chinese and foreign books and copyright. Each company account can upload five key titles and unlimited number of all regular titles. All titles information can be adjusted, updated, and maintained at any time.

**For five key titles**, please prepare the following information: title (English), cover photo, publisher (English), author (English), ISBN, copyright status (English), publication date, number of pages, format, brief (in English, no more than 300 words), hardcover/paperback; non-required information: edition, series, catalog, short video (you can make a short introduction video of about one minute for each key title for the copyright buyer's better understanding). You can upload information in the key books column later.

**For regular books**, please prepare information according to the *Book list*(Excel). You can manage the catalog information through copy and paste. You can copy 20 books' information each time. The cover photo

is optional, but to ensure the display effect, it is recommended to prepare the cover photo (jpg or png) for upload.

**6. How to conduct online talks?**

Exhibitors can access their accounts through the BIBF official website on the PC or the BIBF App on their mobile phones. After logging in, you can search for copyright books, click on "schedule meeting" for the copyright books of interest, and send a meeting request to the copyright party. Upon the copyright party consent, you can see the online meetings access in the "Meetings Management" .

*Note: There will be specific operation guide and training on July 10.

**Physical Exhibition**

**(Smart Exhibition Area)**

**1. What is the Smart Exhibition Area?**

2020BIBF will create a Smart Exhibition Area in Hall E1. Through network + technology, tablet computers, TVs and other equipment will be provided at the physical booth to facilitate overseas exhibitors to communicate with professional buyers on exhibition site and inquire about the copyright of e-catalog through these devices.

There are two types of booths in the Smart Exhibition Area: **Smart Rights Table** and **Smart System Stand**. Exhibitors who choose the smart system stand can also print the cover of the latest copyrighted books on the wall, and links such as the book introduction through QR

code to realize smart booth.

All exhibitors with physical booths can enjoy the services of online participation.

**2. Any assistant service for Smart Booth?**

In the Smart Exhibition Area, booth assistants will take turns to inspect the equipment and signals of each booth.

Exhibitors can hire exclusive booth assistants from Fair Organizing Committee to ensure that they can maintain booth equipment throughout the exhibition, help collect visitor business cards, display e-catalog, answer general questions, introduce the company, and assist dial-up connection for online meeting. Booth assistants are capable of basic English communication. The cost is: 700 RMB/person/day.

**Other Questions**

**1. Can I use the online exhibition service for free without ordering a physical booth?**

Yes.

However, it is recommended to use the "online + physical booth" mode to participate in the exhibition, by which you can not only contact online publishers around the world, but also facilitate more Chinese copyright managers, professional visitors, and specially invited buyers to visit your booth for more potential cooperation during the BIBF.

**2. How can a copyright agent apply for online exhibition?**

Online exhibitions are for company registration. Copyright agents can use their company accounts to manage different catalogs of publishers, or register separate company accounts for each publisher, and manage and maintain them separately.

**3. How does BIBF attract more exhibitors and visitors at home and abroad?**

BIBF keeps close cooperation with Chinese and foreign media, new media, etc. As the first international large-scale professional book fair in 2020 and an important platform to enter the world's largest publishing market, BIBF will be able to mobilize the majority of exhibitors with its new exhibition model of "free + value-added + award". It is expected that more countries and exhibitors will participate in the exhibition through "online" and "online + physical booth" model. BIBF is working with well-known domestic and foreign technology companies, trading platforms, enterprises, etc., to provide more quality services and opportunities for exhibitors. Detailed information will be announced after upcoming press conference.