



UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA



UABC FIL 2023 ANNOUNCEMENT

Faced with the challenge of expanding the scope of science disclosure and culture extension, the Universidad Autónoma de Baja California (UABC), through the General Coordination for the Extension of Culture and Disclosure of Science, announces the XXIV UABC International Book Fair (UABC FIL 2023), where various literary, academic, artistic and cultural expressions will converge—in person—at the University Unit I of the Mexicali campus, from March 23 to 28, 2023.

GENERAL INFORMATION

XXIV UABC INTERNATIONAL BOOK FAIR

Organized by: Universidad Autónoma de Baja California (UABC)

Venue: University Unit I, Mexicali campus, Calzada Benito Juárez (no number), Mexicali, Baja California, Mexico

Exhibitor schedule (sales): 10:00 to 21:00

Activities schedule: 10:00 to 22:00

Information and registrations: publicaciones@uabc.edu.mx

UABC FIL OFFICES

Department of University Publishing

Avenida Reforma #1375, Colonia Nueva

Zip Code 21100, Mexicali, Baja California, Mexico

Phone numbers: 011+52 686 552 1056 and 011+52 686 554 0788

Website: www.filuabc.mx

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General Coordinator of Culture Extension and Science Disclosure

As in previous editions, the collaboration of institutions, publishers and exhibitors is essential for the UABC FIL to meet its objectives, so they must address the following:

RULES

I. GENERAL REGULATIONS

1. To promote proper development of the XXIV UABC FIL, participants (exhibitors and publishing houses) must read and observe this announcement and regulations; therefore, their participation implies the acceptance thereof.
2. The XXIV UABC FIL will be in person, unless there are restrictions to carry out public events, in which case the UABC FIL could be developed in virtual modality and the Organizing Committee would reimburse the exhibitors for the contracted stands.
3. In order to safeguard the health of the university and general community, the Organizing Committee, the exhibitors, and the participants must comply with the instructions of the health authorities and the measures contained in the regulations of this announcement.
4. The Organizing Committee will establish schedules to disinfect all the spaces of the fairgrounds during the development of the UABC FIL.
5. In the spirit of promoting reading and reactivating the economy of the publishing sector, exhibitors must offer attractive discounts for attendees, especially for teachers, administrators and librarians from universities and educational institutions.
6. The UABC FIL is not responsible for damages nor human or material losses caused by accidents, vandalism, or natural phenomena (fires, earthquakes, floods, gales, etc.). Each participant is fully responsible for insurance contracting and payment.
7. The UABC FIL is unrelated to staff designation or hiring by participating publishers and exhibitors, who are responsible for guaranteeing their labor rights and providing them with the necessary equipment to carry out their work.
8. Any situation not foreseen in this announcement will be resolved by the Organizing Committee.

II. PARTICIPATION MODALITIES

There are three modalities of participation: A) direct sale, B) consignment sale, and C) editorial sample.

- A. **Direct sale.** For exhibitors who want to contract their stands and designate the staff that will attend them, assuming the responsibility of both.
- B. **Consignment sale.** Exclusive for higher education institutions (HEI) and members of the Altexto National Network.

- c. **Editorial sample.** For foreign publishers who wish to promote their publications through free samples for those attending the UABC FIL.

III. PARTICIPATION REQUIREMENTS

GENERAL CONSIDERATIONS (APPLICABLE TO ALL THREE MODALITIES)

1. Send your registration application to the following e-mails: publications@uabc.edu.mx and christian.bedoya@uabc.edu.mx, in the period between the publication of this announcement and November 28th, 2022. Allocation of spaces will depend on timely registration.
2. Send your material to Editorial Department address (indicated on page 1), in cardboard boxes in good condition, closed, identified with the name of the institution, numbered in series (1/5, 2/5... 5/5) and with a list of the boxes and their contents.
3. The UABC FIL is not responsible for the state in which the boxes arrive, nor if they contain undeclared material or other types of goods. In such cases, the person who made the registration will be notified.

A. DIRECT SALE MODALITY

4. If you are not the publisher of the works that you exhibit, promote or sell, you must attach a letter of exclusive representation or a copy of the distribution contract for the works or services that you will offer to your application (if the publisher has several distributors, you must grant exclusivity to only one, except in the case of different editorial lines, another language or different support). Your participation will be confirmed until you have met this requirement.
5. Pay your stand(s) no later than January 31, 2023; otherwise, they will not be considered for assembly. (Please comply with the provisions of sections IV and V).
6. Defray the shipment of your publications and materials, as well as ensure their proper handling before, during and after the UABC FIL.
7. The deadline for receiving material is March 10, 2023; it will not be displayed if it arrives later. No material will be received at the fairgrounds.
8. Offer at least 10 % discount.
9. Designate or hire staff for the permanent attention of the contracted stands, which must be open 30 minutes before sales hours.
10. Provide the staff who will attend the stand with the personal protection equipment that they require or deem appropriate (for example, face masks, disinfectant gel with 70 % alcohol, protective glasses or face shield, gloves, among others).
11. By letter, notify the Organizing Committee of the UABC FIL the personal and contact information (full name, mobile phone numbers, emails) of the person responsible for the stands, and submit a copy of their current official identification (voter ID, driver's license, passport, or military card).

B. CONSIGNMENT SALE MODALITY (HEI)

12. Send the registration form and enter the information of the publications to be sold in a database that will be shared with you through Google Drive; the deadline for data capture (titles, quantities, prices, etc.) will be January 31, 2023.
13. The deadline for receiving material is February 28, 2023; it will not be displayed if it arrives later. No material will be received at the fairgrounds.
14. They are exempt from paying a fee.
15. Provide 40 % discount to the UABC —at least— on gross sales; of this percentage, 10 % will be granted as a discount to the public and 30 % will be to cover expenses derived from the logistics of the event.
16. Up to three copies of a maximum of 100 titles of editions published between the years 2019, 2020, 2021 and 2022 will be accepted, **which must have the list price on the first page.**
17. HEIs will bear the shipping and return costs: freight collect is not received.

C. EDITORIAL SAMPLE MODALITY

18. For foreign publishers who wish to promote their publications through free samples for those attending the UABC FIL, without the need to appoint a representative.
19. They are exempt from paying a fee.
20. Send the registration form and enter the information of the publications to be promoted in a database that will be shared with you through Google Drive; the deadline for data capture (titles, quantities, prices, etc.) will be February 28, 2023.
21. Up to three sample copies of a maximum of 50 titles published between the years 2020, 2021 and 2022 will be accepted: two will be donated to UABC libraries and the other will be given to those attending the fair.
22. The deadline for receiving material is March 10, 2023; it will not be displayed if it arrives later. No material will be received at the fairgrounds.
23. The UABC FIL is committed to exhibit the materials in a special stand and to inform interested parties how to acquire them, if the necessary references (catalogs, price list or other information) have been provided.
24. Publishers will bear shipping costs: freight collect is not accepted.

IV. EXHIBITION STANDS

1. The stands are offered in units of 3 by 3 meters; they include shelves, a sign with the name of the publishing house or contracting institution, two chairs, a table, a waste basket, lighting, an electrical outlet and a wireless Internet connection (Wi-Fi).

2. Each exhibitor will be responsible for the decoration and assembly of the stands, and they must respect the limits assigned to them. The assembly will be on March 21 and 22, 2023 and the disassembly on March 29 only.
3. Each stand will cost \$10,000.00 MXN (ten thousand pesos, 00/100, national currency [MXN]), which covers its use during the six days of the UABC FIL.
4. Payment for the stand may be made at any Bancomer branch, in the name of Desarrollo y Vinculación Universitaria, S. C., in account 0159089845, branch 0685, Plaza Mexicali, interbank CLABE number: 012020001590898456, branch 0685. Proof of payment must be sent to publications@uabc.edu.mx
5. To ensure your participation (see section A of section III), exhibitors must cover an advance payment of 50 % of the cost of the contracted stands at the time of registration or, at the latest, on December 10, 2022.
6. If they fully pay for the contracted stands before January 21, 2023, their unit cost will be \$9,500.00 MXN (nine thousand five hundred pesos, 00/100, national currency [MXN]).
7. The deadline to cancel the application for stands will be January 31st, 2023 (otherwise there will be no refund of the payment or advance).

V. IMPORTANT DATES

Date (2023)	Deadline.../Event
November 28, 2022	Send registration application
December 10, 2022	Pay advance (50 % of the cost of the stand)
January 21	Get early payment discount
January 31	<ul style="list-style-type: none"> • Cancel stand application (after this date there will be no refund of the advance) • Pay/settle stands (direct sale) • Capture publication data (consignment sale)
February 28	<ul style="list-style-type: none"> • Material reception (consignment sale) • Capture publication data (editorial sample)
March 10	Receive material (direct sale and editorial sample)
March 21 and 22	Stands assembly

March 23 to 28	Sale days
March 29	Stand disassembly (from 8:30 to 14:00)

REGULATIONS FOR EXHIBITORS

1. Comply with the points established in these regulations and in the announcement, in accordance with the participation modality.
2. It is the responsibility of each exhibitor/participant to know and comply with the indications of the health authorities and to have the protection elements for this purpose.
3. Should the health authorities indicate it, the Organizing Committee will enable supervision filters at the entrances to the fairgrounds and will inform attendees of the preventive measures that they must comply with.
4. Daily, before starting the activities and in the middle of the day, staff designated by the Organizing Committee will disinfect surfaces and common spaces exposed to greater use or flow of people.
5. Each exhibitor must keep their stand (space and materials) as hygienic as possible, in accordance with the indications of the health authorities.
6. All stands must have disinfectant gel (with 70 % alcohol) available to attendees.
7. The UABC FIL will have a first aid care stand in charge of intern doctors and nursing staff.
8. Exhibitors and their staff must wear the badge provided by the Organizing Committee at all times, with which they will have access to the fairgrounds and the corresponding parking lot.
9. In order to avoid crowds, exhibitors must unload their material in the parking lots and at the times established by the Organizing Committee.
10. Assembly of the stands will take place on March 21 and 22, 2023, from 9:00 to 20:00. The stands must be fully installed and decorated within this period and time, without extension or exception.
11. Regardless of the reason, in case any exhibitor omits the immediately preceding point, the Organizing Committee may cancel his right to use the rented space, also denying them the reimbursement of his payment. The stands that have not been occupied during the assembly days will remain vacant and may be reassigned.
12. In no case may the assigned stand be totally or partially transferred without the authorization of the Organizing Committee. If an exhibitor fails to comply with this rule, their participation in future editions of the fair will be rejected.

13. Exhibitors will not be able to neglect or vacate the stands before the end of the last activity for exhibitors.
14. To maintain the conceptual unity of the event, the Organizing Committee will provide identification signs for the stands. The use of advertisements, posters or any other advertising resource outside the rented space is not allowed (the Organizing Committee could remove the objects it deems pertinent, to promote the free movement of visitors and the display of the stands and signs of the fairgrounds).
15. Exhibitors must submit an inventory of the furniture, equipment, devices and any other material goods required for their work —computers, televisions, VCRs, cash registers, chairs, tables, partitions, etc.— to the Organizing Committee, which will acknowledge it, and if additional materials enter later, they must also inform about it, since at the end of the fair the security staff will only allow the exit of the inventoried goods.
16. Exhibitors must observe good behavior, as well as properly care for and use their furniture, the fairgrounds, and the various university spaces. In addition, in case of observing any illegal, dangerous, or inconvenient action, they must immediately report it to the surveillance staff.
17. It is forbidden to introduce —and carry, display, give away or sell— objects and materials expressly prohibited by Mexican law and international treaties signed by Mexico (such as weapons, drugs, explosives, flammable or dangerous material, etc.); pornographic and similar publications are also considered within this category.
18. Distributors, booksellers, or publishing houses that offer material of foreign origin must have the corresponding import petitions (with legible stamps).
19. Exhibitors must issue electronic invoices if the client requests them.
20. Prior to the fair, the library staff of the UABC will review the exhibitors' catalogs to select bibliographic material of interest.
21. Without exception, sales and customer service must be carried out within the perimeter of the contracted stand.
22. The use of loudspeakers (for advertising, announcing promotions, etc.) is not allowed.
23. Every day, at the end of the public service hours, the exhibitors must cover their shelves with a blanket or plastic canvas, but without partially or totally blocking or obstructing aisles and other transit areas. The security staff will report those who do not protect their belongings, although the Organizing Committee will not be held responsible in case of damages or losses.
24. It is forbidden to remove any type of furniture from other stands and areas of the fairgrounds, as well as from auditoriums, offices, and other spaces. Those who violate this provision will be reprimanded by the Organizing Committee and must return the taken item to its place. Nor is it allowed to lend or assign any material (such as shelves, tables, tablecloths, chairs, even if they are not used) to another exhibitor without prior notice to the Organizing Committee.

25. **On the closing day, exhibitors will not be able to remove their equipment and materials since the doors will close as soon as the sales hour ends (at 21:00).**
26. Disassembly of stands will be on March 29, 2023, from 8:00 to 14:00, which is the deadline for exhibitors to deliver their stand and accessories—in the same conditions in which they were received—to the responsible staff. If the staff detects flaws, damages or losses, the exhibitor must return them or pay their value before leaving the fairgrounds.
27. Exhibitors are encouraged to consider the above paragraph when scheduling their trip, and not to request favors from the security guards, who are prohibited from carrying out actions other than those designated by the Organizing Committee.
28. Failure to comply with any of the obligations set forth in these regulations, accepted by the exhibitors, could give rise to the following sanctions: a) economic fines, which can reach up to 100 % of the amount covered by the rental of the stand; b) closure of the stand, or c) temporary or permanent cancellation of the right to participate in future editions of the UABC FIL.
29. The Organizing Committee has the mission of ensuring the proper development of the event and will be the only one empowered to evaluate any infraction, determine the corresponding sanction and notify the responsible exhibitor.
30. The Organizing Committee will have legal advice from an official of the UABC Attorney General Office, who, in coordination with the surveillance staff, may refer any person who transgresses these regulations, university regulations or municipal, state or federal laws to the corresponding authorities.

FOR MORE INFORMATION:

General coordination:

Laura Figueroa Lizárraga, M. (editorial@uabc.edu.mx)

Management:

María de Lourdes Esquivel Soto (les@uabc.edu.mx)

Marketing and attention to exhibitors:

Sulema Reyes Fonseca, M. A. (sulema.reyes@uabc.edu.mx)

Virginia Sarabia Elizarrarás (publicaciones@uabc.edu.mx)



UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA
 General Coordination of Culture Extension and Science Disclosure
 Department of University Publishing



XXIV INTERNATIONAL BOOK FAIR UABC

REGISTRATION FORM

Responsible for the application:	Date:
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Participation modality: () Direct sale* () Consignment sale () Editorial sample

* Number of stands requested:
 Legend for the ledge:

PARTICIPANT DATA

Company or institution:
Country of origin:
Managing Director:
Responsible person(s) accredited
Telephone numbers (landline and mobile):
Email(s):
If you are a representative or distributor, write down the publishers, institutions, or labels with which you will participate:

TAX DATA

Business name:		
FTR:		
Address:		
Neighborhood:	Zip Code:	City:
Telephone:	Email:	
Payment method:	CFDI USE:	

The applicant confirms that he has read and accepts the terms and conditions of participation established in the announcement and XXIV UABC FIL regulations.

Rubric

Rubric

(Full Name)

(Full Name)