

Exhibitors' Media Scheme Application Form

Malta Book Festival 2020 11-15 NOV – MCC

Name: _____

Surname: _____

ID. Number: _____

Official name of Entity/Company (to appear on fascia):

Phone and/or Mobile:

Category of Exhibitor: _____

Type of Exhibitor: _____

V.A.T. number: _____

Type of stand and fee paid*: _____

** Types of stand and application fees refer to the categories and stand types as outlined in the application for stands.*

For example, an exhibitor booking for a category 1, stand type A (value €240) will need to present receipts for the value of €240 and above in order to be able to get a refund of the stand application fee.

Rules and regulations

The *Malta Book Festival media scheme* is organised by the National Book Council in a bid to promote the Malta Book Festival to a wider audience in the local press, through the promotion of each exhibitor's events, books and/or participation in the Book Festival. The scheme also aims to promote synergies between local publishers and local press.

By signing this media scheme subsidy application form, the applicant is requesting a refund of the application fee (equal to the value of the type of stand/s opted for) against **presentation of printed copies and receipts of adverts/sponsored articles, online or in print, in the local press**. These will need to carry the **Malta Book Festival 2020 logo** and **mention the Festival's dates (11-15 November 2020)**.

Promotion in the local press should be done throughout the months preceding the 2020 Malta Book Festival **by not later than 14 November 2020**.

No other promotion relating to setting up of the stand, nor promotion that is not done in the local press (i.e. Facebook or other social media promotion unless done in conjunction with local press) may qualify for the refund.

I opt for the media scheme refund.

Signature: _____

Date: _____

All applications are to be sent via email to Simona Cassano on simona.cassano@ktieb.org.mt

AND by post/delivered by hand on this address:

MALTA BOOK FESTIVAL 2020 – MEDIA SCHEME
National Book Council
Central Public Library
Prof. J. Mangion Street
Floriana, FRN 1800
MALTA