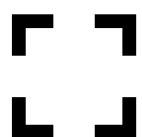


**XI  
BOOK ARSENAL**

INTERNATIONAL  
FESTIVAL

REGULATION  
ON THE  
CONDITIONS  
AND  
PROCEDURE  
FOR  
ORGANIZATION AND  
HOLDING  
OF THE  
EXHIBITION  
FAIR  
AND  
THE  
FESTIVAL  
PROGRAM  
WITHIN THE  
**11TH  
INTERNATIONAL  
BOOK ARSENAL  
FESTIVAL**



МИСТЕЦЬКИЙ  
АРСЕНАЛ  
MYSTETSKYI  
ARSENAL

**25–29.05.2022**

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## 1. GENERAL PROVISIONS

This Regulation defines the procedure for organization and holding of the Exhibition Fair and the Festival Program within the 11th International Book Arsenal Festival (hereinafter referred to as the Regulation) on the territory of the National Art and Culture Museum Complex "Mystetskyi Arsenal" (hereinafter referred to as the Public Enterprise "Mystetskyi Arsenal").

### 1.1. FESTIVAL'S MISSION AND GOALS

The International Book Arsenal Festival (hereinafter referred to as the Festival) is an annual project founded by Mystetskyi Arsenal in 2011. The Festival is a major intellectual event of Eastern and Central Europe, a place where the most striking book projects of Ukraine and the world are presented, where cooperation in the publishing sector is being established and deepened, and common quality, up-to-date and innovative projects are implemented.

Mystetskyi Arsenal is a cultural institution that integrates various arts in its activities, from contemporary art, new music and theater to literature and museum work. That is why the Book Arsenal Festival pays special attention to art books, art publications, intellectual reading and more.

The Festival's mission is to create such interactions between people, communities, and institutions, when the combination of aesthetic experience and intellectual engagement in the context of the book enhances the ability of man and society.

#### **The goals of the Book Arsenal Festival are as follows:**

1. To stimulate the qualitative development and interaction of the book, literary, and artistic scenes
2. To problematize and comprehend the important issues of man, society, and culture
3. To create a friendly space for the representation of the book in all its manifestations

4. To integrate the Ukrainian book and literary community with the international one

The venue of the Festival is a landmark building of the 18th century, the Old Arsenal building at the address: Public Enterprise "Mystetskyi Arsenal", 12 Lavrska Str., Kyiv, Ukraine.

### 1.2. DEFINITION OF KEY TERMS

The following terms are used in the Regulation as follows:

- Festival is the International Book Arsenal Festival that takes place both in person and online.
- Organizer is the Public Enterprise "National Art and Culture Museum Complex "Mystetskyi Arsenal".
- Organizing Committee is an interim body, the composition of which is determined by the Public Enterprise "Mystetskyi Arsenal" for the organization, preparation and holding of the Festival.
- Selection Committee is an interim body, the composition of which is determined by the Organizing Committee each year for the selection of the Exhibition Fair Participants.
- Application for participation in the Festival's Exhibition Fair is a document package containing information about the Applicant duly compiled, signed by an authorized person and submitted by the Applicant through the official site of Mystetskyi Arsenal.

The festival has two integral components: the Exhibition Fair and the Program.

- Exhibition Fair is a public demonstration of achievements in the field of publishing, which includes a set of Participants' exhibition stands in the Organizer's territory and encourages the promotion of books and reading, advertising of specific publishers and publications, establishing professional (commercial) relations between participants of the publishing market.
- Online Catalogue of the Festival is a list of Festival Participants posted on

the Organizer's website that includes extended information (in Ukrainian and English), namely: the Participant's full name, short description, stand number at the Fair (if applicable), link to online store or website, contacts, list of events with short description (if applicable).

The ability for the visitor of the Organizer's website to search by the subject of publications and / or age groups.

- Festival Program is a set of book and book-related events that take place within the Festival (in the space of the Old Arsenal building and/or online) in the dates and time determined by the Organizer and approved by the Program Participants, including presentations, discussions, round tables, lectures, performances, concerts, readings, meetings with authors, etc.

- Online Program is a part of the Festival Program held in the online format and which may take place on other dates.

- Applicant is a domestic or foreign legal entity (a group of legal entities) of all forms of ownership or a natural entity that has expressed a desire to participate in the Festival and has submitted an appropriate Application.

- Exhibition Fair Participant, Exhibitor is a domestic or foreign legal entity (a group of legal entities) of all forms of ownership or a natural entity that has been selected and paid for their participation in the Exhibition Fair following this Regulation.

- Co-exhibitor is a Participant of the Exhibition Fair exhibiting their products at the stand of another Exhibition Fair Participant, in agreement with the Organizing Committee.

- Program Participant is a domestic or foreign legal entity (a group of legal entities) of all forms of ownership or a natural entity that is the organizer and participant of the events of the Festival Program.

- Non-Stand Participant is a Program Participant who is not an Exhibitor.

- Festival Participant is a Program Participant and/or Exhibition Fair Participant.

- Festival Partner is a domestic or foreign legal entity (a group of legal entities) of all forms of ownership or a natural entity providing support in the organization and holding of the Festival.

### **1.3. ORGANIZING COMMITTEE**

**1.3.1.** To organize and hold the Festival, the Organizer creates the Organizing Committee composed of the representatives of the Organizer. The composition of the Organizing Committee is approved by the order of the General Director of the Organizer.

**1.3.2.** The Organizing Committee approves the necessary documentation and monitors the progress of work related to the preparation and holding of the Festival. The Head of the Organizing Committee is the General Director of the Organizer.

### **1.4. SELECTION COMMITTEE**

**1.4.1.** To select the Exhibition Fair Participants, an interim Selection Committee is created within the Festival composed of the representatives of the Organizer.

### **1.5. DATES OF HOLDING THE FESTIVAL**

**1.5.1.** The 11th International Book Arsenal Festival will take place on May 25-29, 2022.

**1.5.2.** The Festival's working hours will be announced additionally and sent by email to the contact person of the Participant specified in the Application.

### **1.6. SAFETY ISSUES**

**1.6.1.** The main priority of the Organizer is the safety of all participants and visitors. Given the current state of the epidemic and quarantine restrictions in order to prevent the spread of acute respiratory disease COVID-19 caused by coronavirus SARS-CoV-2 in Ukraine, as well as changes in anti-epidemic measures and existing restrictions considering holding mass events in Kyiv, the Organizing Committee of the Festival reserves the right to amend this Regulation in order to en-

sure the safety of all participants and visitors.

**1.6.2.** Both the Organizer and Participants undertake to comply with all anti-epidemic measures established at the time of the Festival.

**1.6.3.** Participants undertake to have antiseptics on their stands, to ensure their staff wears masks on the stands and on the territory of Mystetskyi Arsenal; regularly disinfects their work surfaces and surfaces that are often touched; if necessary, they can use gloves; comply with other safety measures that will be approved by the decisions of the Government and / or local

governments at the time of the Festival. The Organizer monitors compliance with safety standards by technical staff (contractors), as well as adheres to all current recommendations and anti-epidemic measures that will be in force during the Festival.

**1.6.4. Medical services**

During the Festival, doctors shall work at Mystetskyi Arsenal. You can get help by contacting the First-aid Room or the Information Desk at the Old Arsenal building.

**2. THE FESTIVAL'S EXHIBITION FAIR**

**2.1. MAIN DATES OF THE PROJECT IMPLEMENTATION\***

<b>POSITION IN THE PROJECT IMPLEMENTATION</b>	<b>DEADLINES</b>	<b>CONTACTS</b>
Submission of Applications by Applicants for participation in the Festival's Exhibition Fair	by February 11	bookfair@artarsenal.gov.ua
Examination of Applications	February 11-25	bookfair@artarsenal.gov.ua
Informing of the Applicants on the results of selection for participation in the Exhibition Fair	by March 4	bookfair@artarsenal.gov.ua
Sending of the original signed Application	by March 26	10 Lavrska Str., Kyiv 01010, Ukraine
Payment of the issued invoice	by April 29	books.arsenal.docs @artarsenal.gov.ua
Informing the Organizer on the withdrawal from participation**	by April 29	bookfair@artarsenal.gov.ua
The Organizer informs the decision regarding the layout / visualization of the stand of the Participant who has chosen the individual development	by May 3	bookfair@artarsenal.gov.ua

\* In case of force majeure, the terms of the positions in the project implementation may change (Section 5 of this Regulation).

\*\*The Participant may refuse to participate. The Organizer will refund the paid fees, excluding the registration fee, in case of withdrawal by April 29, 2022. In case of withdrawal from participation after April 29, 2022, no refund shall be provided.

## 2.2. SUBMISSION OF APPLICATIONS BY APPLICANTS AND APPROVAL OF PARTICIPANTS

**2.2.1.** To participate in the Festival, please read carefully and accept the Regulation on the conditions and procedure for organization and holding of the Exhibition Fair at the official website of Mystetskyi Arsenal (artarsenal.in.ua) in the Book Arsenal —

For Exhibition Fair Participants section, then fill in the Application and submit it through the online form.

**2.2.2.** After receiving a confirmation of participation in the Exhibition Fair, the Applicant should send a scan of the registration document(s) of the legal entity by email to

bookfair@artarsenal.gov.ua, sign the Contract and send the original by mail to the address: 10 Lavrska Str., 01010 Kyiv, Ukraine. On the basis of the Agreement, an invoice is issued.

**2.2.3.** The Applicant is approved as Participant of the Festival after payment for participation in the Festival in the manner specified in Section 2.3. of this Regulation is made.

**2.2.4.** The Participant will receive all information on organizational issues from the Organizer via email: bookfair@artarsenal.gov.ua.

## 2.3. COST AND SETTLEMENT PROCEDURE

**2.3.1.** The Applicant receives an invoice for the services for participation in the Festival from books.arsenal.docs@artarsenal.gov.ua.

**2.3.2.** The cost of services for participation in the Exhibition Fair is as follows:

- for 1 sq. m of furnished exhibition area — 2620.00\* UAH (the price is indicated without VAT);
- for 1 sq. m of empty area — 2090.00\* UAH (the price is indicated without VAT).

\*Provided that the total area of the stand does not exceed 20 sq. m.

In case the stand exceeds 20 sq. m, the cost for each subsequent 1 sq. m is:

- for furnished area — 3670.00 UAH;
- for empty exhibition area — 2950.00 UAH.

**2.3.3.** An obligatory standard registration fee (including Festival promotion, cleaning, security, technical support, provision of sanitary facilities etc.) of 12% of the stand cost is paid additionally.

**2.3.4.** The cost of services for participation in the Indie section is 1506.00 UAH (the price is indicated without VAT) for 1 sq. m of furnished exhibition area. Area provided: 2 and 4 sq. m. An obligatory standard registration fee (including Festival promotion, cleaning, security, etc.) of 12% of the stand cost is paid additionally. The Indie section is located on the 2nd floor of the Old Arsenal building.

The cost of services for participation in the Comics and Graphic Novels section is 1506.00 UAH (the price is indicated without VAT) for 1 sq. m of furnished exhibition area. An obligatory standard registration fee (including Festival promotion, cleaning, security, etc.) of 12% of the stand cost is paid additionally. The Comics and Graphic Novels section is located on the 2nd floor of the Old Arsenal building.

**2.3.5.** The cost of services for participation in the Illustrators Fair is 1506.00 UAH (the price is indicated without VAT for the furnished stand of 2 sq. m). An obligatory standard registration fee (including Festival promotion, cleaning, security, etc.) of 12% of the stand cost is paid additionally. The Illustrators Fair is located on the 2nd floor of the Old Arsenal building.

**2.3.6.** Payment for participation in the Festival is made by the Applicant in the national currency by transferring funds to the Organizer's settlement account specified in this Regulation. The date of payment for participation in the Festival is the date of crediting funds to the Organizer's settlement account.

**2.3.7.** The invoice for the services shall be issued by the Organizer from April 18 to April 22, 2022. Upon receipt of the invoice, by April 29, 2022, the Applicant should transfer funds to the Or-



ganizer's settlement account and send a copy of the payment order by email.

**2.3.8.** In case of late payment of the invoice for the participation in the Festival by the Applicant, the Organizer reserves the right to cancel the invoice and to refuse the Applicant to participate. The Organizer has the right not to provide the services in case of late payment by the Applicant.

**2.3.9.** Services are considered to be provided properly from the moment of signing by the Festival Participant and the Organizer of the Service Acceptance Act. In case of failure to sign the Service Acceptance Act within 3 (three) working days without providing written comments on the services actually provided, the services are considered to be provided by the Organizer to the Festival Participant properly.

**2.3.10.** The Participant may withdraw from the ordered participation by sending a written statement by April 29, 2022 on the official form of the institution signed by its director to the Organizer's address by registered letter.

**2.3.11.** The Organizer shall refund the paid funds, excluding the registration fee, in case of withdrawal by April 29, 2022.

**2.3.12.** In case of withdrawal from participation after April 29, 2022, no refund shall be provided.

## **2.4. SERVICES PROVIDED BY THE ORGANIZER**

**2.4.1.** The Organizer provides the Exhibition Fair Participants with furnished exhibition area which includes:

- For 4 sq. m stand (2\*2 m): 1 table, 2 chairs, 3 rows of shelves, 1 trash can, 1 nameplate.
- For 6 sq. m stand (2\*3 m): 1 podium, 1 table, 2 chairs, 3 rows of shelves, 1 trash can, 1 nameplate.
- For 8 sq. m stand (2\*4 m): 1 podium, 1 table, 2 chairs, 3 rows of shelves, 1 trash can, 1 nameplate.
- For 10 sq. m stand (2\*5 m): 1 podium, 1 table, 2 chairs, 3 rows of shelves, 1

trash can, 1 nameplate.

- For 12 sq. m stand (2\*6 m): 2 podiums, 1 table, 2 chairs, 3 rows of shelves, 1 trash can, 1 nameplate.

The Organizer provides services for cleaning the aisles of the premises.

**2.4.2.** The locations of the exhibition stands according to the sections are determined by the Organizer. The Organizer shall notify the Participant about the location of the stand by March 4, 2022. The layout of the thematic sections shall be sent by email.

**2.4.3.** The Organizer has the right to change the planning of the exposition, the placement of exhibition stands and the ordered exhibition area of the Exhibition Fair Participant in case of late payment of the invoice for participation in the Festival.

**2.4.4.** Prior to the opening of the Festival, on its official website, the Organizer places the Online Catalogue of the Festival in Ukrainian and English, which includes information about the Participant of the Exhibition Fair on the basis of the received Applications.

**2.4.5.** The bilingual Catalogue includes the following information about the Festival Participant: the Participant's name, short description, stand number at the Fair (if applicable), link to online store or website, links to social media, contacts, list of events with short description (if applicable), specialization of publications, etc. The Participant is responsible for the provision and content of information.

## **2.5. STAND DESIGN**

**2.5.1.** The Participant may order the empty exhibition area for individual development. The stand layout / visualization should be agreed with the Organizer before May 3, 2022 in writing.

**2.5.2.** The occupied stand area may not exceed 3 m high (for the decoration not to block the navigation elements of the Exhibition Fair). Failure to comply with these requirements shall result in imposing a fine by the Organizer.

**2.6. EXHIBITION FAIR WORKING HOURS**

**2.6.1.** The Exhibition Fair working hours are as follows:

- May 25, 2022 — from 14:00 to 21:00;
- May 26–29, 2022 — from 10:00 to 20:00.

**2.6.2.** The Participant of the Exhibition fair is obliged to be at the stand during the specified working hours and not to close their exposition until the official closing of the Festival on May 29, 2022 at 20:00.

**2.7. EXPONENTS ARRIVAL / DEPARTURE PROCEDURE, STAND SET-UP AND DISMANTLING**

**2.7.1.** Arrival to the territory of the PE “NACMC “Mystetskyi Arsenal” and set-up of the exhibition stands are carried out:

- May 24, 2022 — from 12:00 to 20:00
- May 25, 2022 — from 08:00 to 12:00.

In case of individual development, set-up works can be started earlier with the written permission of the Organizer.

**2.7.2.** By the official opening of the Festival on May 25, 2022, at 14:00, all the stands of the Exhibitors shall be ready and have an expositional appearance.

It is prohibited to bring packaging materials, to pack, release and dismantle the stands until the official closing of the event on May 29, 2022, at 20:00.

**2.7.3.** Packing of materials, release of stands, dismantling of structures is carried out:

- May 29, 2022 — from 20:00 to 22:00 (Arrival of vehicles to the territory of Mystetskyi Arsenal is allowed after the end of the Festival Program events);
- May 30, 2022 — from 08:00 to 16:00 (through additional exits).

**2.7.4.** Unloading of products is allowed only during the time when the location is closed for visitors.

**2.7.5.** There are no parking spaces on the territory of the Organizer. The entire territory of the Organizer is a zone for visitors.

**2.8. SECURITY SERVICE DURING THE FESTIVAL**

**2.8.1.** The security service for the exhibition stands is provided by the Organizer:

- from 20:00, May 24 to 09:45, May 25;
- from 21:00, May 25 to 09:45, May 26;
- May 26–29 — from 20:00 to 09:45;
- May 30 — from 07:45 to 14:00.

**2.8.2.** The stands are put under security at 20:00.

**2.8.3.** The security system is deactivated at 09:45.

**2.9. RECEIVING ENTRANCE BADGES TO THE EXHIBITION FAIR**

**2.9.1.** The Exhibition Fair Participant should register on the set-up day and receive the Participant Package. The Participant Package is provided in exchange for the signed original of the Service Acceptance Act which the Participant receives in advance at their email address.

**2.9.2.** The Organizer provides the Exhibitor with the following information materials (Exhibitor’s Package):

- passes for people who will work at the stand (the number of passes depends on the size of the stand: for 4 sq. m and 6 sq. m stand — 3 passes, 8 sq. m stand and bigger — 5 passes);
- Participant’s memo (pdf-format);
- scheme of the Festival;
- Festival program guide.

**2.9.3.** If necessary, the Exhibitor may, in addition to the Exhibitor’s Package, order a set (or several sets) of 5 tickets for all days of the Festival with a 50% discount. You can order an additional set by March 25 by writing a letter to the Organizer with a respective request to the email: [bookfair@artarsenal.gov.ua](mailto:bookfair@artarsenal.gov.ua). You must pay the invoice for an additional set of tickets by April 29.



### 3. FESTIVAL PROGRAM

#### 3.1. MAIN DATES OF THE PROJECT IMPLEMENTATION\*

POSITION IN THE PROJECT IMPLEMENTATION	DEADLINES	CONTACTS
Open call of ideas for possible activities in the Program	by February 16	An online form on the Organizer's website
The Organizing Committee notifies the Applicant of the results of the selection of ideas for possible activities in the Program	by March 11	The letter will be sent to the email address of the responsible person who represents the Participant indicated when filling out the Application.
Submission of events/projects to the Program that are agreed with the Organizing Committee	by March 25	An online form on the Organizer's website
The Participant may order a set (or several sets) of 5 tickets for all days of the Festival with a 50% discount, writing a letter to the Organizer with a respective request	by March 25	bookfair@artarsenal.gov.ua
Sending of the draft of the Program schedule to the Program Participants	approx. on April 15	The letter will be sent to the email address of the responsible person who represents the Participant indicated when filling out the Application.
The Program Participant has an opportunity to edit the draft of the Program schedule	by April 22	bookprogram@artarsenal.gov.ua
Program Participant may cancel an event submitted to the Program without being imposed with a fine	by April 22	bookprogram@artarsenal.gov.ua
The Program Participant shall pay for the ordered services	by April 29	The letter will be sent to the email address of the responsible person who represents the Participant indicated when filling out the Application.
Publication of the Program on the Organizer's website	approx. on May 10	the Organizer's website
Program Participants Registration	May 11-16	the Organizer's website
Confirmation of registration to the Program Participants	May 16-20	The letter will be sent to the email address of the responsible person who represents the Participant indicated when filling out the Application.
Festival Program	May 25-29	PE "NACMC "Mystetskyi Arsenal"

\* In case of force majeure, the terms of the positions in the project implementation may change, of which the Participants will be notified in advance.

### **3.2. SUBMISSION OF IDEAS FOR POSSIBLE ACTIVITIES IN THE FESTIVAL PROGRAM**

**3.2.1.** The Organizing Committee holds an open call for the ideas for possible events or special projects in the Festival Program (hereinafter — the Program) by February 16, 2022. The information about the open call for the ideas in the Festival Program is posted on the Organizer's website.

**3.2.2.** Ideas for possible events or special projects are submitted to the Program through the online form that can be found on the Organizer's website.

**3.2.3.** An application for the ideas for possible events or special projects in the Festival Program is not an Application for the event in the Program. After the Organizing Committee notifies of the acceptance of the idea for the event or project, you must submit an Application for the event.

**3.2.4.** One Applicant can submit up to 5 ideas of possible events or special projects to the Program.

**3.2.5.** If the Applicant has submitted more than 5 ideas of possible events or special projects, the Organizer considers the first 5 ideas.

### **3.3. PROGRAM OF THE EVENTS**

**3.3.1.** The Organizing Committee independently forms the concept and the themes of the Festival Program and individually invites the Festival Participants and other event organizers.

**3.3.2.** After the Program is formed, a draft schedule of events in the presentation halls of the Festival is organized, as well as the online schedule, which will be announced to the Program Participants approximately by April 15, 2022.

**3.3.3.** By April 22, 2022, Program Participants may make changes/ amendments to the draft schedule of the Program. After April 22, 2022, the amendments of the Participants are not taken into account.

**3.3.4.** The Organizing Committee

reserves the right to choose the format, place and time of the event in accordance with the sequence of applications, the subject of the event and the estimated number of visitors to the event for their safety, and offer options for approval by the Program Participant.

**3.3.5.** The Organizing Committee considers the possibility of holding events only if the Program Participant provides the following information in the Application:

- detailed description of the event;
- list of speakers, moderators, etc.;
- technical needs.

**3.3.6.** If the event does not correspond to the concept, technical or organizational capacities of the Festival, the Organizing Committee has the right to deny the Participant's event.

**3.3.7.** For the visitors of the Festival Participant's event, entry to the event is by the Festival's entrance ticket. The invitations to the event printed by the Program Participant are informative and do not give the right for free entry.

**3.3.8.** The Organizing Committee does not provide the Program Participant with additional technical needs of which the Participant has not notified in advance. The Organizer may provide the Program Participant with the contacts of an authorized contractor to meet the technical needs of the event.

### **3.4. NON-STAND PARTICIPATION IN THE FESTIVAL PROGRAM**

**3.4.1.** Non-Stand Participant is a domestic or foreign legal entity (group of legal entities) of all forms of ownership or a natural person who is organizing the Festival Program events, but is not represented with a stand at the Exhibition Fair held within the 11th International Book Arsenal Festival.

**3.4.2.** The Organizing Committee accepts Applications for ideas from the Non-Stand Participants until February 16, 2022 on general terms.

**3.4.3.** A submitted Application for the idea of the event is not a guarantee of participation in the Festival Program.

After being notified by the Organizing Committee of the acceptance of the event or project idea, it is necessary to submit a formal Application for the event.

**3.4.4.** The registration fee for Non-Stand Participation in the Festival is UAH 500.00 (price without VAT).

**3.4.5.** The Organizer provides the Non-Stand Participant with the following information materials:

- 2 passes of the Event Organizer;
- scheme of the Exhibition Fair;
- Festival's printed guide;
- Participant's memo.

### **3.5. REGISTRATION OF PROGRAM PARTICIPANTS AND ACCREDITATION OF PROFESSIONAL AUDIENCE**

**3.5.1.** The procedure for registration of Program Participants will be notified to all event organizers no later than May 10, 2022 by official letter sent to the email address specified during registration.

**3.5.2.** The professional audience is considered to be people who by their occupation fall under the category of the target audience of the Professional Program of the 2022 Festival. The procedure for registration of the professional audience will be notified to everyone no later than May 10, 2022 by official letter sent to the email address specified during registration.

**3.5.3.** If necessary, the Program Participant may order a set of 5 tickets for all days of the Festival with a 50% discount. You can order an additional set by March 25 by writing a letter to the Organizer with a respective request to the email: [bookfair@artarsenal.gov.ua](mailto:bookfair@artarsenal.gov.ua). You must pay the invoice for an additional set of tickets by April 29.

### **4. ADVERTISING ON THE TERRITORY OF THE EXHIBITION FAIR**

**4.1.1.** Advertising outside the Participant's stand is prohibited, including promotion banners, posting ads, distribution of promotional flyers, etc.

**4.1.2.** Advertising on stands using banners, audio and / or video is possible only after the written approval of the Organizing Committee no later than two weeks before the Festival, unless it contradicts the Festival's advertising campaign, agreements with Festival partners and does not interfere with visitors.

**4.1.3.** The use of sound amplification equipment on exhibition stands and on the territory of the Festival is prohibited.

**4.1.4.** The use of technical and other audiovisual promotional means outside the stand is prohibited.

**4.1.5.** Participants can use the design of the XI International Book Arsenal Festival in their information and promotional materials. To do this, the Organizer sends the Participants the brandbook with the guideline of using the designs no later than one month before the Festival.

**4.1.6.** The Organizer reserves the right to hold all types of filming on the territory of the Festival and to use these materials to promote the Festival in the media without prior agreement with the Participant.

**4.1.7.** The list of additional paid advertising services provided by the Organizer for the Participants of the Program and the Exhibition Fair:

<b>SERVICE DESCRIPTION</b>	<b>WHAT WE OFFER</b>	<b>PRICE (WITHOUT VAT)</b>
Promo video on the plasma TVs at the Festival information desks (left and right wing points of entrance)*	Promo video on the plasma TVs: 1 time per hour during 5 days of the Festival.	UAH 5000.00
Handouts at the information desks	Placement of your handouts at 3 information desks during 5 days of the Festival. The handout format should not exceed A4.	UAH 1000.00
A color page with your advertising in the Festival's printed guide	Placement of a Participant's advertising layout in the Festival's printed guide. The number of advertising layouts is limited.	UAH 5000.00 (half page) UAH 10 000.00 (page) UAH 25 000.00 (the 4th page)
A1 posters**	Placement of A1 posters on dashboards near corridors leading to lavatories where the visitors spend a lot of time. The number of dashboards is limited.	UAH 500.00

\* A promo video without sound line is produced by the Participant themselves and provided to the Organizer.

\*\* Layout requirements are sent individually at the Participant's request.

## **5. FORCE MAJEURE**

**5.1.** In case of force majeure, the Organizer will be forced to cancel the Festival in physical space.

**5.2.** Force majeure circumstances (circumstance of insuperable force) are extraordinary and unavoidable circumstances that objectively make it impossible to fulfill the obligations under the provisions of this Regulation, obligations under laws and regulations, namely: the threat of war, armed conflict or serious threat of such conflict, including but not limited to enemy attacks, blockades, military embargoes, actions of foreign enemies, general military mobilization, military actions, declared and undeclared war, actions of public enemy, riots, acts of terrorism, sabotage, piracy, riots, invasions, blockade, revolution, revolt, uprising, mass riots, curfew, quarantine imposed by the Cabinet of Ministers of Ukraine, expropriation, forced seizure, seizure of enterprises, requisition, public demonstration, blockade, strike, accident, illegal actions of third parties, fire, long breaks in the work of transport, regulated by the conditions of the relevant decisions and acts of public authorities, closure of sea channels, embargoes, prohibition (restriction) of exports / imports, etc., as well as caused by exceptional weather conditions and natural disasters, namely: epidemic, severe storm, cyclone, hurricane, tornado, storm, flood, snow accumulation, ice, hail, frost, freezing of the sea, straits, ports, passes, earthquakes, lightning, fire, drought, subsidence and landslides, other natural disasters, etc.

**5.3.** In case of impossibility to hold the Festival in physical space due to force majeure, the Organizer is obliged to notify the Festival Participant within 5 (five) days by sending an email informing about the occurrence of such circumstances and their possible consequences.

**5.4.** In the letter informing about the impossibility of holding the Festival in

physical space due to force majeure, the Organizer informs the Participant about the possibility (format) of the participation in the Festival in the on-line space.

**5.5.** If the Festival in physical space is canceled in case of force majeure, the funds paid to the Organizer for participation in the Festival are returned to the Participants, except for the registration fee. The registration fee is non-refundable.

## **6. RESPONSIBILITY OF THE PARTIES**

### **6.1. RESPONSIBILITY OF THE PARTIES, PENALTIES AND DISPUTE RESOLUTION**

**6.1.1.** The Participant is responsible for the observance of current norms and legislative acts of Ukraine.

**6.1.2.** The Participant is obliged to follow the terms of participation defined by this Regulation, as well as the instructions of the Organizer's representatives and security service in case of emergency.

**6.1.3.** The Festival Participant is responsible for compliance with security, fire safety in the Old Arsenal building and on the territory of the Organizer, with anti-epidemic measures established by decisions of the Government and / or local governments at the time of the Festival.

**6.1.4.** In case of violation by the Festival Participant of fire safety or security measures, anti-epidemic measures, the penalties applied by the relevant control bodies to the Organizer shall be reimbursed by the Festival Participant at the first request of the Organizer.

**6.1.5.** It is prohibited to bring and store poisonous, flammable and explosive substances on the territory of the Old Arsenal building and the adjacent territory; it is prohibited to be on the territory of the Organizer with firearms, pneumatic, traumatic, gas or cold weapons.

**6.1.6.** The Festival Participant bears full financial responsibility for the

preservation of the territory and property provided for the event and undertakes not to use (in order to attach something to the provided property or territory) any materials and means that may damage the provided property.

**6.1.7.** Smoking on the territory of the Public Enterprise “National Art and Culture Museum Complex “Mystetskyi Arsenal” is allowed in designated areas only.

## **6.2. DATA COLLECTION AND PROCESSING**

**6.2.1.** Completion of the Application for participation in the Festival involves the provision of personal and registration data by the Applicant.

**6.2.2.** The Organizer collects and processes the data in order to communicate and inform the Applicant about the progress of the project, as well as create an electronic catalogue on the Organizer’s website.

**6.2.3.** By submitting the application, the Applicant agrees to the collection, processing and storage of personal data, including, but not limited to, accounting and tax accounting, other rights and obligations arising and / or exercised in the provision of services by the Organizer, in accordance with the Law of Ukraine “On Personal Data Protection”.

## **7. APPENDIXES**

### **APPENDIX 1**

Application for participation in the Exhibition Fair at the Book Arsenal Festival 2022:  
<https://book.artarsenal.in.ua/en/participate/participation/exhibition-fair/>

### **APPENDIX 2**

Application for submitting ideas to the Program of the Book Arsenal Festival 2022:  
<https://book.artarsenal.in.ua/en/participate/participation/program/>