

35
EDICIÓN



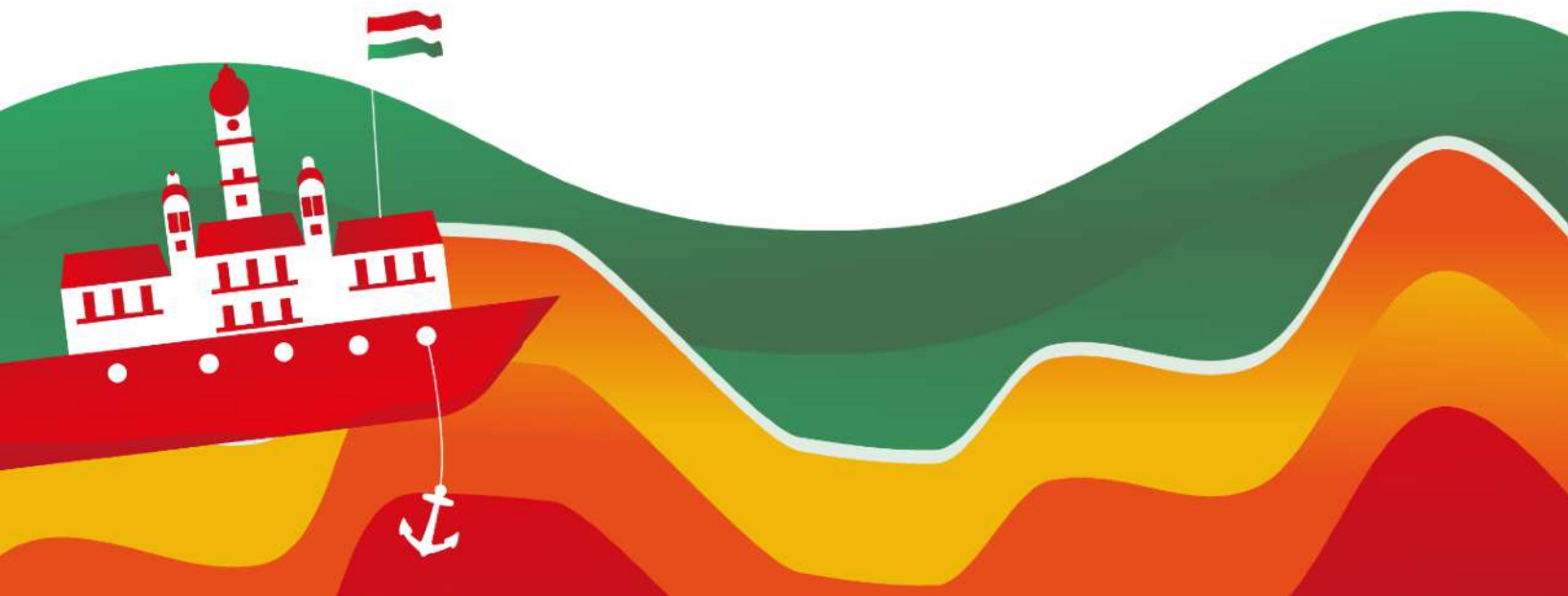
FUL®

FERIA UNIVERSITARIA DEL LIBRO
UNIVERSITY BOOK FAIR

RULES OF PARTICIPATION

UNIVERSITY BOOK FAIR

#LaFeriaDeTodos



TO WHOM IT MAY CONCERN,

The University Book Fair (FUL), is the most important editorial and cultural event of the State of Hidalgo and one of the most important book fair in Mexico. It has been established under the main purpose of strengthening the cultural development of men and women, in every area, reading, arts, and science. This 2022, we will have an on-site and a virtual program, **from August 26 to September 4, Hungary will be the invited country and the main topic will be “Water for life”**.

In FUL 2022 you will be able to exhibit your editorial fund and present new releases in your catalogue. The participation of the authors will be highly appreciated by the attendees and, in general, by the editorial sphere due to the impact and transcendence of the event.

Like every edition and as an institutional commitment, the academic and administrative staff of our University will be able to purchase their bibliography through **ValeFUL**, those coupons will be exchanged by the exhibitors at the end of the event.

To continue strengthening a mutually beneficial relationship, FUL, through social network promotion strategies, will be promoting new releases, authors and/or important dates; therefore, we kindly invite you to join us in this dynamic of collaborative promotion by including in your registration form your logo, web page and official social networks so we can link them to FUL.

For the aforementioned, I kindly invite you to participate in the 35th edition of FUL. The on-site activities will be held at the **Poliforum “Carlos Martínez Balmori” located at the Campus Ciudad del Conocimiento, Carretera Pachuca-Tulancingo km. 4.5, C.P. 42184, Col. Carboneras, Mineral de la Reforma, Hidalgo, Mexico**, and the online activities will be held at the **Megaportal**, on our webpage www.uaeh.edu.mx/ful/.

It is very important for us to keep this alliance of mutual development and benefit with you. We thank you in advance for your participation and attendance in the 35th edition of FUL **“Where letters do not blow away”**.

Sincerely,

MR. MARCO ANTONIO ALFARO MORALES
PRESIDENT OF FUL

Participation Rules

The Universidad Autónoma del Estado de Hidalgo and its Board of Trustees, through the Division of Cultural Affairs invite you to participate in the 35th edition of the University Book Fair (FUL) that will take place virtually and on-site from August 26 to September 4, 2022, through the megaportal www.uaeh.edu.mx/ful and at the Poliforum “Carlos Martínez Balmori”, located at the Campus Ciudad del Conocimiento, carretera Pachuca-Tulancingo km. 4.5, col. Carboneras, C.P. 42184, Mineral de la Reforma, Hidalgo, Mexico.

Objective

To share a space of encounter and editorial promotion with the most prestigious editorials and authors, training readers and favoring a proper scenario to do business.

Participants

Commercial, children’s, independent, national, and international editorials; higher education institutions; governmental organisms; commercial agents; book promotion institutions; academies, associations and organizations related to culture and literature; as well as organisms specialized in the production books at any level.

Registration

On-site

To rent a stand in the on-site version it is necessary to accept the guidelines of FUL, fill out the registration form, sign it, and make the corresponding payment. The requirement must be sent to FUL, to the e-mail editoriales_ful@uaeh.edu.mx.

Information about the stand

- The recovery fee per square meter is \$1,500.00 MXM and it includes a space at our megaportal.
- Spaces of 2, 4, 6, 8, 10, 15, 16, 30, and 70 m². See the layout to rent a stand.
- Display furniture with 6 shelves each one. They will proportionally increase based on the rented space.
- 1 wood table of 0.90 x 0.90 m
- 2 folding chairs
- Illumination of the space
- Electrical contact
- Wi-Fi connection with exclusive password for exhibitors
- Sign with the name of the editorial or company (please specify the name that must appear in the marquee of the stand)
- 2 badges per stand

- Surveillance
- Security
- Cleaning of common areas

NOTE: According to FUL needs, the dimensions and/location of the stands might change without previous notice.

Virtual

To rent a stand in the virtual version it is necessary to accept the guidelines of FUL, fill out the registration form, sign it, and make the corresponding payment. The requirements must be sent to FUL to the e-mail editoriales_ful@uaeh.edu.mx

Information about the virtual stand

- The recovery fee is \$750.00 MXN.

Information about the payment

The payment must be made through the online payment system of the UAEH Department of Finance through the following link

<http://sistemas.uaeh.edu.mx/daf/drf/cobroweb/index.php>

(The steps to make the payment are attached herein)

***NOTE: No payment will be received nor any invoice will be issued during the activities of FUL.**

Payment modalities

IMPORTANT:

*** Reserve your space no later than April 30, 2022 by sending your registration form duly filled out.**

1. This time, the total payment will only be received in June 2022 with a 10% discount, since the pandemic caused by COVID-19, we want to assure that the fair is carried out on-site and avoid any refund and affect your economy.

2. The payment dates will be June 1-26, 2022. In case the payment is not made within that period, the Organizing Committee will be free to use the space.

***NOTE: Any payment made without the corresponding authorization will not be accepted nor refunded under any circumstances.**

Invoice

As requested by the UAEH Department of Finance, invoice should be issued no later than June 26. After that date, only a payment receipt will be issued.

Stand confirmation

Once the space is assigned and confirmed within the month of June, the exhibitor must make the corresponding payment and immediately send the voucher and the tax payer's registration number to editoriales_ful@uaeh.edu.mx or speak to Diana Iris Lugo González and/or Marco Antonio Guerrero Tolentino by calling to the following number +52 (771) 717 2000, ext. 2521 and 2522.

Assembly

From Wednesday, August 24, 2022 at 9 am to Thursday, August 25 at 11 pm.

Opening

Friday, August 26, 2022 at 9 am.

Disassembly

Sunday, September 4, 2022 from 9 to 11 pm, and Monday, September 5, 2022 as of 9 am.

Opening hours

- Monday to Friday from 9 am to 9 pm.
- Saturdays and Sundays from 9 am to 9 pm.
- Saturday September 3 will be the FUL Night Sale, from 5 pm to 11 pm.
- On Sunday August 28 the fair will open at 8 am due to the 17th FUL Athletic Race.

***NOTE: The Organizing Committee will use the spaces of exhibitors who do not comply with the assembly and disassembly hours or the opening hours.**

Guidelines

- **ON-SITE**

1. The participants will have the following services:

- a) Lighting and cleaning of stands and hallways.
- b) Internal and external surveillance
- c) Restrooms
- d) Wi-Fi
- e) Permanent medical service

- f)** Food services inside the Poliforum
- g)** Restaurant service at the UAEH Pavilion

2. On Saturday September 3 from 5 to 11 pm we will have the FUL Night Sale 2022, where exhibitors will be able to offer any discounts they want.

3. Editorials, cultural and educational institutions, governmental organisms and associations; bookstores and distributors will be able to participate. The last ones must present an authorization from the editorial (mandatory) including the name of the editorial and titles of the books, funds or categories that such distributor will exhibit as a representative.

4. The bibliographic material will occupy at list 80% of the whole area rented by the exhibitor, and no more than 10% of that can be used for sales. Articles not related to reading and books cannot be exhibited, promoted nor sold.

5. To rent a stand it is necessary to fill out the registration form, sign it and send it. With this form we will verify the availability of the space and you will receive a confirmation within 24 hours so you can make the corresponding payment.

6. By sending the form and paying the rent of the stand, the exhibitor automatically accepts, with no restrictions, the content of these guidelines.

7. FUL reserves the right of admission as well as the right to assign the spaces regarding its size and location, based on these guidelines.

8. Subleasing, exchanging stands partially or totally, or sharing stands is not allowed. However, FUL can receive any request on this regard and decide whether authorizing or not such request.

9. FUL requests the exhibitor to recruit the staff that will assist costumers verifying they have experience in serving the public, knowing something about the titles the editorial or company publishes, are responsible, warm and honest, and comply with the opening hours of FUL on a daily basis. The University Book Fair does not have any staff for this activity.

10. The accredited exhibitors must open their stands before 9 am from August 26 to September 4, 2022 (please be punctual).

11. The exhibition, sale and promotion inside FUL of publications or materials that do not comply with the current national regulations is forbidden; therefore, FUL reserves the right to remove those materials.

- 12.** It is forbidden to install additional lamps in the stand, exceed your perimeter, as well as put improvised signs outside the rented stand.
- 13.** The exhibitors who use sound must keep a low volume so it does not bother the visitors and the stands next to you.
- 14.** Every object or furniture must remain inside the rented area and the person in charge of the stand will be responsible for taking care of the furniture offered by FUL. FUL reserved the right to remove any furniture that does not respect the established guidelines.
- 15.** The staff in charge of the stand must wear their badge at all times and comply with the schedule established by FUL.
- 16.** By the end of every day, the exhibitors must cover their stand with a blanket. The use of ribbons, tapes or similar materials that leave the content of the stand uncovered is forbidden. The surveillance staff will report those who do not respect this provision. FUL will have no liability in case of losses of material and/or products. The materials used to cover the stands must not block transit areas.
- 17.** The University Book Fair will not be liable for damages or losses caused by negligence, fire, vandalism, flood or natural phenomena, so we recommend to hire an insurance that protects your materials. The insurance will be at the expense of the exhibitors.
- 18.** It is strictly forbidden to smoke, drink alcoholic beverages, and organize cocktail parties inside the stand. Also, for safety reasons, no flammable substance or artifact is allowed. Your participation will be cancelled in case of incomppliance to this regulation.
- 19.** The University Book Fair will withdraw the exhibitors who harm the organization and dignity of FUL.
- 20.** The participants cannot abandon FUL before the closing date on September 4 at 9 pm, unless there is a previous authorization on behalf of the organizing Committee of FUL.
- 21.** The organizing committee of FUL will sign and deliver the dispatch vouchers in the established Schedule as long as the editorial houses have all the furniture in the conditions they received it.
- 22.** FUL has the legal advice of the UAEH Department of Legal Affairs. This department, in coordination with the surveillance staff will send to the competent authorities, by request of

the interested party, the person who commits an illicit act or alters the order, and it will be the interested party responsibility to do follow up of the case with the authorities.

23. The holder of a stand who has caused a disaster will be responsible for the derived damages, in terms of the provisions of the current Civil and Criminal Codes in Hidalgo.

24. For statistical and confidential purposes, FUL requests information about the volume of sales of the exhibitor, as well as to answer an opinion survey, so please fill out the corresponding form.

25. The exhibitor must comply with all the laws and guidelines applicable to the activities of FUL. The omission or violation to these laws and guidelines will be the direct responsibility of the exhibitor.

26. The exhibitors must inform in writing any incidents that might come up during the activities of FUL.

27. The points not addressed herein will be solved by the Organizing Committee of FUL.

***IMPORTANT: It will be important to respect the protocols established by the Health and Safety Committee of the UAEH in accordance with the health care authorities**

- **VIRTUAL**

1. The exhibitors will have a space in the virtual tour and will be included in the kiosk of the FUL megaportal.

2. On Saturday September 3, from 5 to 11 pm we will have the FUL Night Sale 2022, where exhibitors will be able to offer any discounts they want. The exhibitors must inform to FUL before promoting their titles on social networks.

3. Editorials, cultural and educational institutions, governmental organisms and associations; bookstores and distributors will be able to participate. The last ones must present an authorization from the editorial (mandatory) including the name of the editorial and titles of the books, funds or categories that such distributor will exhibit as a representative.

4. To rent a virtual space, it is necessary to fill out the registration form, sign it, and send it. You will receive a confirmation within 24 hours so you can then make the corresponding payment.

5. Once the form is duly filled out and signed, and the payment is made, the exhibitor accepts, with no restrictions, the content of these guidelines.

6. The exhibitor is committed to send in due time and manner the necessary information for their participation; on the contrary, FUL reserves the right to not upload its information on the megaportal.

REGISTRATION FORM

ON-SITE

1.- EXHIBITOR'S DATA

DATE OF REGISTRATION:

NAME OF THE EDITORIAL OR INSTITUTION: _____

ADDRESS:

NEIGHBORHOOD: _____

Z.C.: _____

CITY: _____

STATE: _____

COUNTRY: _____

TELEPHONE NUMBER: _____

OFFICIAL WEBSITE: _____

E-MAIL: _____

GENERAL DIRECTOR: _____

SALES MANAGER: _____

PUBLISHING MANAGER: _____

PERSON IN CHARGE OF THE STAND:

NAME: _____

POSITION: _____

E-MAIL: _____

TELEPHONE NUMBER: _____

REGISTRATION FORM

2.- TYPE OF STAND YOU REQUIRE:

(Check the spaces in the map)

_____ WITH EQUIPMENT

_____ WITHOUT EQUIPMENT

SQUARE METERS: _____

- Screens: 1 meter on the base - 2.44 meters high
- 2 Bookshelves per stand with 5 inclined shelves and 1 flat shelf (the number of bookshelves varies based on the rented space).
- Sign
- Table 90 x 90 cm.
- 2 folding chairs
- General lighting
- Electrical contact
- 2 badges
- Available stands (2, 4, 6, 8, 10, 12, 15, 16, 20, 30, 40 and 70 meters)
- Area (North, South, East, West, children, university, international):

NAME OF THE COMPANY (as it will appear on the sign of the stand):

INDICATE THE NAME YOUR COMPANY WILL PARTICIPATE WITH IN FUL 2022:

_____ EDITORIAL _____ DISTRIBUTOR
_____ OTHER, SPECIFY: _____

3.- DATA OF INVOICE:

NAME: _____

TAX DATA: _____

E-MAIL _____

IT IS NECESSARY TO ATTACH THE TAX REGISTRATION NUMBER

If you need more than one invoice, please include a list with the tax data specifying the amount for each one.

REGISTRATION FORM

4.- PLEASE PUT A CROSS IN THE TOPICS OF THE EDITORIAL FUNDS OF YOUR COMPANY:

<input type="checkbox"/> Administration	<input type="checkbox"/> Philosophy
<input type="checkbox"/> Agronomy	<input type="checkbox"/> Physics
<input type="checkbox"/> Anthropology	<input type="checkbox"/> Geography
<input type="checkbox"/> Architecture	<input type="checkbox"/> Languages
<input type="checkbox"/> Art	<input type="checkbox"/> Children
<input type="checkbox"/> Astronomy	<input type="checkbox"/> Engineering
<input type="checkbox"/> Self-help	<input type="checkbox"/> Linguistics
<input type="checkbox"/> Biographies	<input type="checkbox"/> Literature
<input type="checkbox"/> Biology	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Science and Technology	<input type="checkbox"/> Medicine
<input type="checkbox"/> Social Sciences and Humanities	<input type="checkbox"/> Multimedia
<input type="checkbox"/> Film	<input type="checkbox"/> Music
<input type="checkbox"/> Cooking	<input type="checkbox"/> Computers
<input type="checkbox"/> Commerce	<input type="checkbox"/> Painting
<input type="checkbox"/> Computing	<input type="checkbox"/> Politics
<input type="checkbox"/> Communication	<input type="checkbox"/> Psychology
<input type="checkbox"/> Accounting	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Sports	<input type="checkbox"/> Religion
<input type="checkbox"/> Law	<input type="checkbox"/> Sexuality
<input type="checkbox"/> Dictionary/Encyclopedia	<input type="checkbox"/> Sociology
<input type="checkbox"/> Veterinary	<input type="checkbox"/> Software
<input type="checkbox"/> Design	<input type="checkbox"/> Theatre
<input type="checkbox"/> Ecology	<input type="checkbox"/> Tourism
<input type="checkbox"/> Economy	<input type="checkbox"/> Veterinary
<input type="checkbox"/> Education	<input type="checkbox"/> Video
<input type="checkbox"/> Nursing	<input type="checkbox"/> Other

TOTAL OF PARTICIPATING PUBLISHING HOUSES:

TOTAL OF THE TITLES:

TOTAL OF EDITORIALS YOU REPRESENT AND WHICH ARE THEY:

The University Book Fair offers the exhibitors the benefit of appearing in the official website of the fair, with a link to the official website of your company and its logo to know more details about the exhibitors and allow an online buying dynamic. If you want to have this benefit please attach your logo, the link to your official website and digital catalogue.

***Important: the logos must be sent in high resolution images (JPG, PNG, TIFF...) at a minimum of 300 dpi, otherwise they will not be included in the printed formats.**

***Note: mandatory boxes to offer detailed information of the exhibitors' catalogue.**

Exhibitors' catalogue.

The University Book Fair will have a digital exhibitors' catalogue that will be available for the visitors at the megaportal. For that reason we kindly request to fill out the exhibitors' format.

***All mandatory boxes**

We also require to send us your digital catalogue since FUL will be implementing an editorial, book and author searcher which will be placed at the entrance of the fair.

- Name of the company
- Short description of the company
- Person in charge of the stand
- Telephone numbers
- Address
- E-mail
- Website
- Social networks

***NOTE: Please attach your Digital Catalogue in Excel (Name of the book, cover of the book, author and editorial).**

Important information

- 1.** Your logo must be sent in a high resolution image (JPG, PNG, TIFF...) at a minimum of 300 dpi, with the purpose of properly promote your company.
- 2.** The digital catalogue must be in an Excel file with the name of the book, the author and the editorial.
- 3.** If you want to further promote your editorial in both the on-site and virtual fair we suggest the following options:
 - Send banners of 1.50 x 3.50 meters. The banner must be printed in matte. The printed format must be a PDF file at 300 dpi for higher resolution. The banner must have a Wood stick in the superior and inferior edges. 4 banners maximum.
 - Send banners for social networks in JPG format at 300 dpi. 4 banners maximum.
- 4.** FUL has a program called Itinerant Words. Throughout the year we visit basic education schools to invite them to be part of FUL Kids and we promote the participant editorials. If you want, you can join this program by donating books for low income children. For those who participate in FULTubers the amount of donated books is your choice.
- 5.** FUL has an APP and QR Codes; if you are interested, you can send your new releases, promotions and information so we can include it in our platforms. The information must be sent in JPG format at a minimum of 300 dpi.

One way to increase your sales is using the tools and strategies that FUL offers.

REGISTRATION FORM

VIRTUAL

1.- EXHIBITOR'S DATA:

DATE OF REGISTRATION:

NAME OF THE EDITORIAL OR INSTITUTION: _____

ADDRESS:

CITY: _____

STATE: _____

COUNTRY: _____

TELEPHONE NUMBER: _____

OFFICIAL WEBSITE: _____

SOCIAL NETWORKS:

FACEBOOK: _____

INSTAGRAM: _____

TWITTER: _____

TIKTOK: _____

OTHER: _____

E-MAIL: _____

GENERAL DIRECTOR: _____

SALES MANAGER: _____

PUBLISHING MANAGER: _____

PERSON IN CHARGE:

NAME: _____

POSITION: _____

E-MAIL: _____

TELEPHONE NUMBER: _____

INDICATE THE NAME YOUR COMPANY WILL PARTICIPATE WITH IN FUL 2022:

_____ EDITORIAL _____ DISTRIBUTOR

_____ OTHER, SPECIFY: _____

2.- DATA FOR INVOICE:

NAME: _____

TAX DATA: _____

E-MAIL

IT IS NECESSARY TO ATTACH THE TAX REGISTRATION NUMBER

If you need more than one invoice, please include a list with the tax data specifying the amount for each one.

REGISTRATION FORM

3.- PLEASE PUT A CROSS IN THE TOPICS OF THE EDITORIAL FUNDS OF YOUR COMPANY:

<input type="checkbox"/> Administration	<input type="checkbox"/> Philosophy
<input type="checkbox"/> Agronomy	<input type="checkbox"/> Physics
<input type="checkbox"/> Anthropology	<input type="checkbox"/> Geography
<input type="checkbox"/> Architecture	<input type="checkbox"/> Languages
<input type="checkbox"/> Art	<input type="checkbox"/> Children
<input type="checkbox"/> Astronomy	<input type="checkbox"/> Engineering
<input type="checkbox"/> Self-help	<input type="checkbox"/> Linguistics
<input type="checkbox"/> Biographies	<input type="checkbox"/> Literature
<input type="checkbox"/> Biology	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Science and Technology	<input type="checkbox"/> Medicine
<input type="checkbox"/> Social Sciences and Humanities	<input type="checkbox"/> Multimedia
<input type="checkbox"/> Film	<input type="checkbox"/> Music
<input type="checkbox"/> Cooking	<input type="checkbox"/> Computers
<input type="checkbox"/> Commerce	<input type="checkbox"/> Painting
<input type="checkbox"/> Computing	<input type="checkbox"/> Politics
<input type="checkbox"/> Communication	<input type="checkbox"/> Psychology
<input type="checkbox"/> Accounting	<input type="checkbox"/> Chemistry
<input type="checkbox"/> Sports	<input type="checkbox"/> Religion
<input type="checkbox"/> Law	<input type="checkbox"/> Sexuality
<input type="checkbox"/> Dictionary/Encyclopedia	<input type="checkbox"/> Sociology
<input type="checkbox"/> Veterinary	<input type="checkbox"/> Software
<input type="checkbox"/> Design	<input type="checkbox"/> Theatre
<input type="checkbox"/> Ecology	<input type="checkbox"/> Tourism
<input type="checkbox"/> Economy	<input type="checkbox"/> Veterinary
<input type="checkbox"/> Education	<input type="checkbox"/> Video
<input type="checkbox"/> Nursing	<input type="checkbox"/> Other

TOTAL OF PARTICIPATING PUBLISHING HOUSES:

TOTAL OF THE TITLES: _____

TOTAL OF EDITORIALS YOU REPRESENT AND WHICH ARE THEY:

4.- The exhibitor must attach logo, official website and digital catalogue.

***Important: the logos must be sent in high resolution images (JPG, PNG, TIFF...) at a minimum of 300 dpi, otherwise they will not be included in the printed formats.**

***Note: mandatory boxes to offer detailed information of the exhibitors' catalogue.**

Exhibitors' catalogue

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***All mandatory boxes**

We also require to send us your digital catalogue since FUL will be implementing an editorial, book and author searcher which will be placed at the entrance of the fair.

***NOTE: Please attach your Digital Catalogue in an Excel file (name of the book, cover of the book, author and editorial).**

Important information

- 1.** Your logo must be sent in a high resolution image (JPG, PNG, TIFF...) at a minimum of 300 dpi, with the purpose of properly promote your company.
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- 4.** FUL has a program called Itinerant Words. Throughout the year we visit basic education schools to invite them to be part of FUL Kids and we promote the participant editorials. If you want, you can join this program by donating books for low income children. For those who participate in FULTubers the amount of donated books is your choice.
- 5.** FUL has an APP and QR Codes; if you are interested, you can send your new releases, promotions and information so we can include it in our platforms. The information must be sent in JPG format at a minimum of 300 dpi.

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