



**TECHNICAL SPECIFICATIONS  
FOR THE WORKS TO BE CARRIED OUT REGARDING THE ACTIVITIES OF  
TURKEY DURING THE 2018 LONDON BOOK FAIR**

**1. GUIDELINES OF DESIGN, IMPLEMENTATION AND CONSTRUCTION OF  
NATIONAL STAND OF TURKEY**

**GENERAL GUIDELINES**

The National Stand of Turkey shall be built on the island number **5D135**. The floor space of the national stand shall be **63.75m<sup>2</sup> (8.5m x 7.5m)** and will contain seven different sections with the technical details defined below. The guidelines regarding the construction of these sections are in accordance with the numbers designated at the general layout plan.

The numbers designated to the sections are as follows:

- 1) Kitchen
- 2) Storage
- 3) Display Shelves for the Publications of TEDA (*Translation and Publication Grant Programme of Turkey*), Ministry and other publications
- 4) Information Desks
- 5) Shelving Units
- 6) General Technical Requirements for the National Stand
- 7) General Guidelines

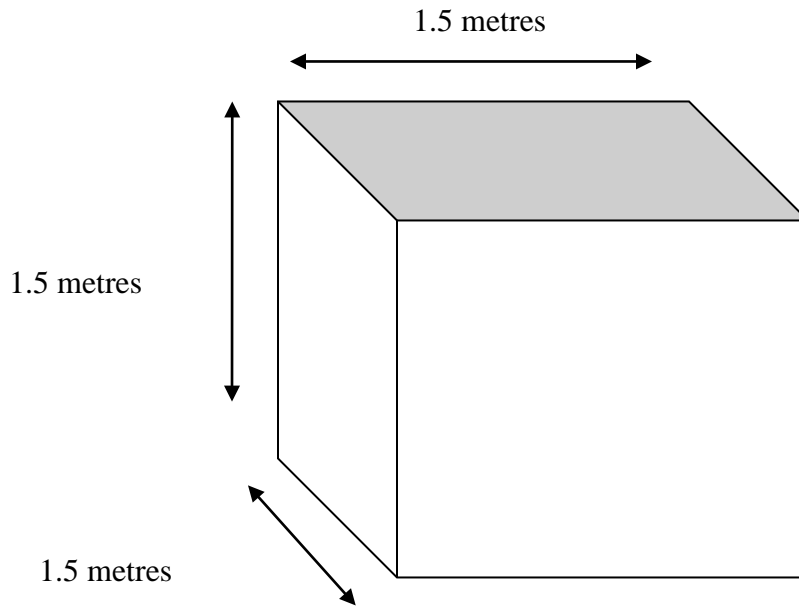
In accordance with the fair management's rules, all of these units' construction will not exceed 4 meters in height.

## **1 Kitchen**

- 1.1 This section will be arranged as 8.5sqm (4.25m x 2m). Refer to Stand Layout.
- 1.2 To provide the most convenient service to the stand as a whole, the kitchen will be constructed accordingly.
- 1.3 The kitchen shall be delivered after the requisite water and electricity supplies connected and all equipments are ready to use.
- 1.4 To preserve and store the essential products for the food and beverage service (catering), 3 wooden cabinets and a fridge will be supplied.
- 1.5 In the kitchen unit a running water supply, waste pipes is required and sink is required. The cost of this should be made avalibale.
- 1.6 The kitcken must have a sink unit with running hot and cold water avalibale at all times.
- 1.7 Tea and coffee making facilities such as:
  - Loose tea (2kg)
  - Instand Coffee (1kg)
  - Porcelin coffee cups (20)
  - Metal spoons (20)
  - Porcelin plates (10)
  - Metal forks (10)
  - Metal spoons (10)
  - Metal knives (10)
  - 10kg
  - 1 Electric kettle
  - Turkish Tea Pot (Semaver)
  - White Sugar (500 grams), Brown Sugar (500 grams)
  - Bin bags
  - 2 large bins (kept in storage room)

## 2 Storage

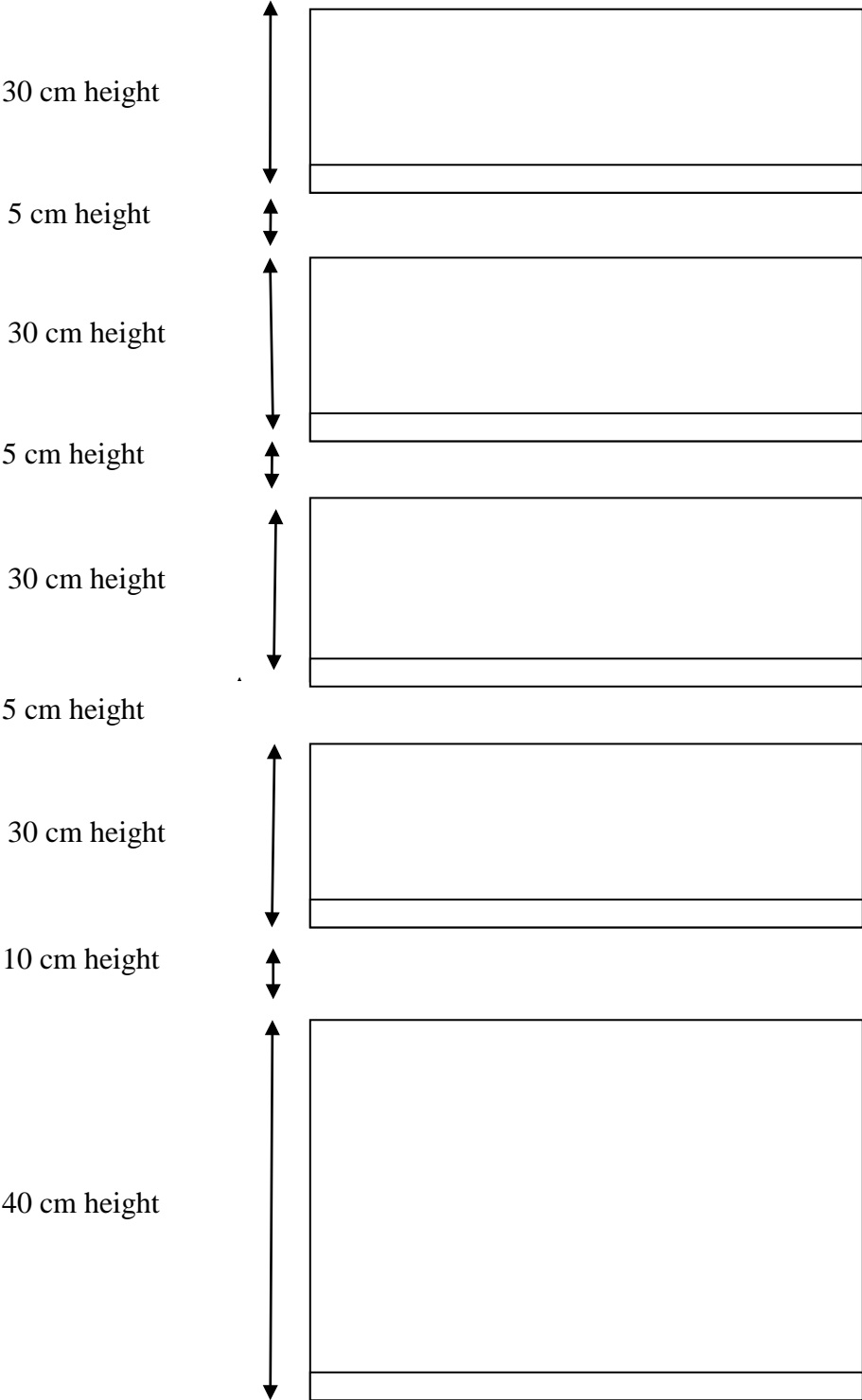
- 2.1 This section will be arranged as 8.5sqm ( $4.25m \times 2m$ ). Refer to Stand Layout.
- 2.2 The storage area shall contain 2 coat rails with 30 coat hangers and 4 small safekeeping cabinets for the staff to store their handbags and valuables.
- 2.3 Entrance to storage area given via kitchen unit as well as independently.
- 2.4 Adequate shelving is to be placed in the storage room.
- 2.5 On the stand layout 'refer to layout 1' above the kitchen and storage areas a cube is to have 2 sides with logo 1 (*Turkey Home logo*) and the other 2 sides with logo 2 (*Turkey In all its colours*). The cube should be fixed using beam connected to the dividing wall between the kitchen and storage unit. The cube dimensions are as follows:



### **3 Display Shelves for the Publications of TEDA, Ministry and Other Publications**

- 3.1 Wall referred to as '*Back Wall Shelf Unit, Page 5*' in layout plan 1 is to have 5 book shelves. From the floor to the top of should be 5cm gap and then 40cm shelf, 10cm space, the book shelf. The height of the 4 shelves should be 30cm with 5cm between each shelf. The total length of the shelves should be 7.5 metres with 0.5m space on each side.
- 3.2 The shelves shall have a 45 degree incline and will be inserted as such to provide a horizontal, front-facing display of books.
- 3.3 The shelves shall have guards to stop books slipping off the edge.
- 3.4 The shelves shall be sturdily built by taking into consideration that some of the books to be displayed are of large-sizes and quite heavy.
- 3.5 The TEDA Programme Logo shall be installed at the remaining space above the shelving on the façade displaying the TEDA books.

**BACK WALL SHELF UNIT:**



#### **4 Information Desk(s) / Counter(s)**

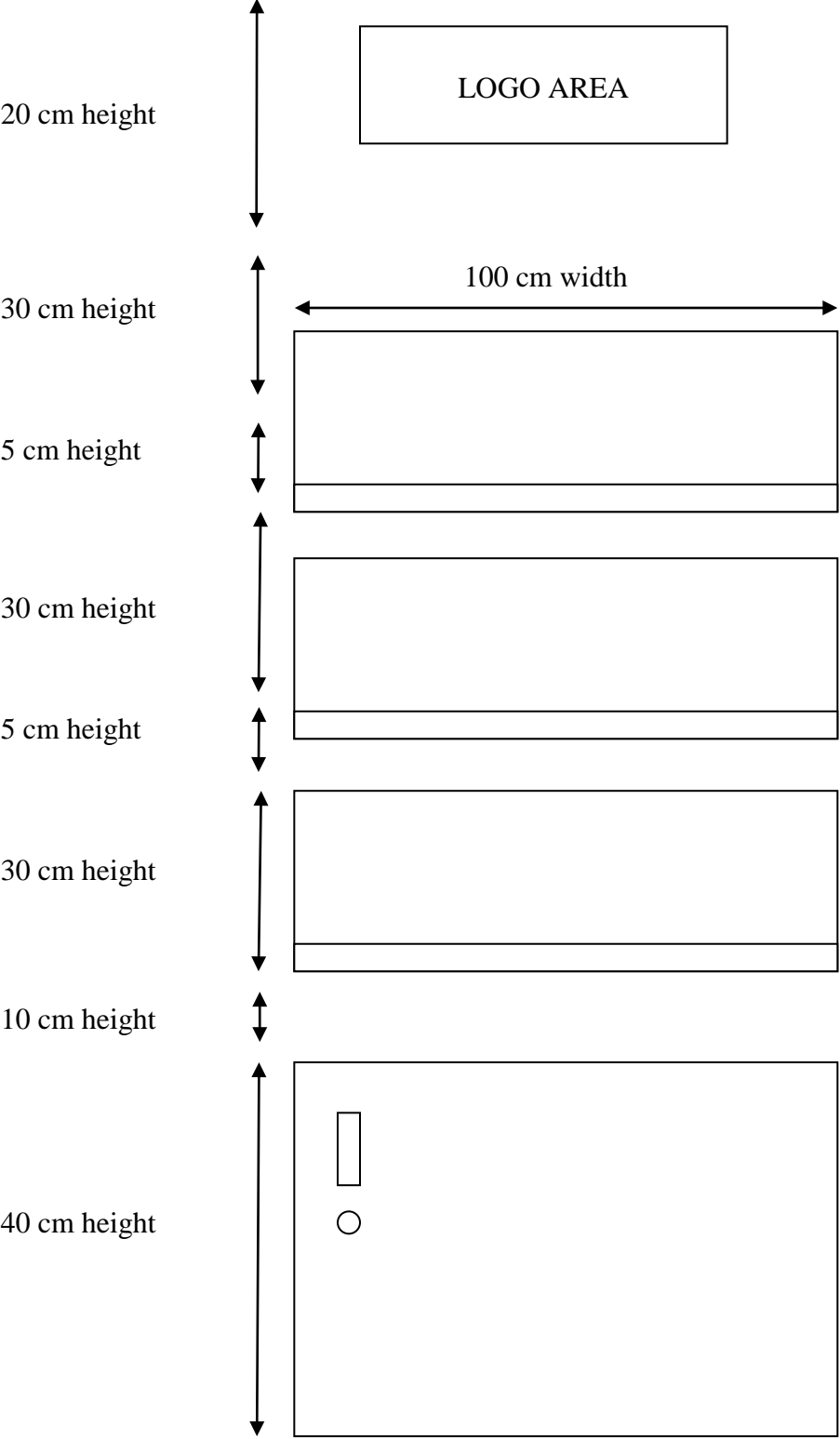
- 4.1 The dimensions of the information desk(s) shall be 1.5 x 1m, with a surface width of 1m.
- 4.2 The top of the information desks / counters shall be suitable for a horizontal, front-face display of promotional books, as well as booklets and other promotional materials. These desks shall be accordingly manufactured so that all faces, excluding the inward looking faces, are covered and each cabinet shall have a lock with spare keys with contractor personnel.
- 4.3 The inward looking faces of the information desk shall be built as a cabinet that contains shelves to store large amounts of promotional materials and books, and those two sides of the desk facing the inner part of the stand shall have folding doors to place promotional material and books into the cabinets.
- 4.4 All outward looking sides of the information desk, excluding the two inner sides, shall be clad with the logos of “Turkey in All Its Colours” and “TEDA Programme” - which will be supplied by our Ministry to the contractor.

#### **5 Shelving Units**

- 5.1 Attached are examples of example of the book shelf which need to be built installation of shefls shall be made in accordance to the the layout provided. Refer to photograh ‘Book Shelves 1, 2 & 3’.
- 5.2 Shelf units refered to as A,B,C and D shall have 3 shelves on both sides with spot lights from above.
- 5.3 The width of each should be 100cm. The base should be a cupboard with a lock should be 40cm with a 10cm gap. Refer to ‘page 5’ for measurment on book shelves.
- 5.4 Book shelf colours should be in line with the Turkey in all its colours logo. Colour codes for the shelf’s can be found below:

Pantone 368 C  
Pantone 325 C  
Pantone Process Blue C  
Pantone 239 C  
Pantone 2665 C  
Pantone 192 C  
Pantone 021 C

Pantone 116 C  
**BOOK SHELVES A,B,C,D**



## **6 General Technical Requirements for the National Stand**

- 6.1 Electricity, water, piping, internet/wifi and any construction cost incurred by the exhibition organisers are to be paid by contractor.
- 6.2 Good quality wooden modules shall be used for constructing the Stand.
- 6.3 The floor of the Stand shall be laid with (footprint-stain proof quality) carpet.
- 6.4 Printing and mounting the visuals at the above-referred inner and outer positions, as well as additional positions determined by the designer of Stand shall be carried out by the contractor after receiving approval of the Ministry.
- 6.5 All material and specifications used for the construction of the Stand shall comply with the rules set by the London Book Fair Management / Administration. Within this context, the contractor shall obtain the necessary documentation from the fair administration and prepare the project in compliance with the rules and guidelines set in the said documentation.
- 6.6 In case the facades of the Stand lining the corridors are required to be clad with visual materials such as various sizes of logos, photographs, etc., printing and mounting of those visuals shall be carried out by the contractor.
- 6.7 Following the completion of the construction of the Stand, the contractor shall undertake its thorough cleaning. Furthermore, the contractor shall also arrange the general cleaning of the stand every morning during the period of the fair.
- 6.8 Suitable carrying equipment for bringing in and taking out heavy materials and a sufficient number of staff to carry out such carriage duties will be provided by the company responsible for the construction of the Stand.
- 6.9 A sufficient number of technical staff who is familiar with the general organisation, capable of handling any technical problems that may emerge during the fair and in charge of ensuring the continuity of the activities shall be made available during the fair.
- 6.10 A wireless internet connection will provided in the Stand for the use of publishers and staff.
- 6.11 The final three 3D-drawings of the Stand are required to be delivered to the Ministry by the 20<sup>th</sup> day before the fair date at the latest. The construction of the Stand shall be initiated by choosing from among those three designs only after any design changes stipulated, implemented and approved by our Ministry.





6.12 On the opening day of the show (10 April) 1 wireless microphone and speaker system to be used for the full day.

6.13 On the stand 6 round glass tables with 4 chairs is required with a 2 white table cloths.

**7 GENERAL GUIDELINES REGARDING THE ORGANISATION OF ACTIVITIES OF TURKEY AT THE 2018 LONDON BOOK FAIR AND OTHER WORKS ASSOCIATED WITH THE ORGANISATION**

7.1 The contractor shall provide two presentable stand staff with excellent command of English and substantial knowledge about the Turkish literature and publishing environment to be made available between 10 and 12th of April 2018, from the beginning of the opening hours of the national stand until the closing time in order to assist the Ministry staff and to undertake promotional activities. One service staff will also be in charge of hospitality, food and beverage services at the stand and all of their associated costs shall be paid by the contractor.

7.2 On the first day of the fair, at a time to be announced later, an opening cocktail (alcohol-free) shall be held for 100 people. In addition, throughout the opening hours of the fair, cold and hot beverages and snacks shall be served at the national stand of Turkey for all 3 days. The food served must be of Turkish origin.



**Payment Terms and Conditions:**

Payment terms and conditions are not negotiable. 10% payment of the total cost will be made once a contract is signed remaining 90% will be made after the show. All third party costs should be paid by the contractor.

**Contact Details:**

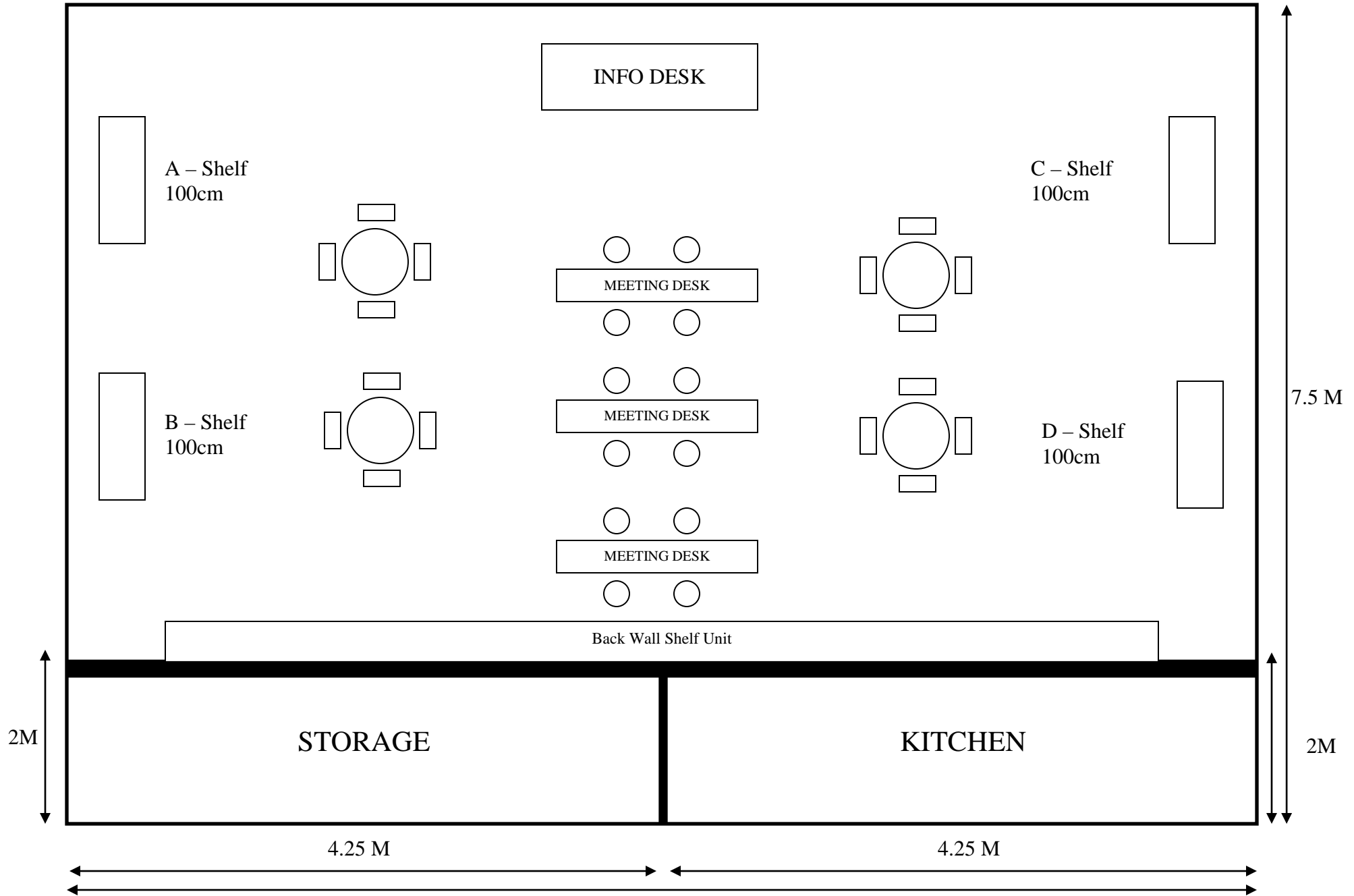
All proposals should be sent to the contact person mention below by 08/03/2018 by 17:30.

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**APPENDIX**

1. General Layout Plan of the National Stand
2. Turkey Logo
3. Turkey in all its colours
4. Book Shelf Photos 1,2,3

# Stand Layout 1



5D135

8.5

1.28

SERVICE DUCT

TURKEY-Ministry  
of Culture and  
Tourism/The  
Nat

0.40

7.5

5.40

7.5

SERVICE DUCT

63.75

5F131