

Proposal



INDONESIA INTERNATIONAL BOOK FAIR 2025

45th edition

24-28 September 2025
Assembly Hall
Jakarta Convention Center

*Exploring Content
Enlightening Mind*

Organized by



IKAPI
IKATAN PENERBIT INDONESIA



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■ About IIBF

The Indonesia International Book Fair (IIBF) is an annual book fair organized by the Indonesian Publishers Association (Ikapi). IIBF was first held in 1980 and in 2025 it will be the 45th IIBF.

Since 2014, IIBF –initially named Indonesia Book Fair– has transformed into an international book fair. IIBF is designed as a center for national and international promotional activities, transactions, discussions and interactions for publishers, literary agencies, writers, and librarians; literacy, arts, culture, and education activists; as well as other creative industry players.

For Indonesian publishing participants, **IIBF is a gateway to global markets**. Meanwhile, for international participants, IIBF is the gateway to entering the giant market in Southeast Asia.

With the theme **Exploring Content, Enlightening Mind**, IIBF 2025 hopes to become a pivot for the creative industry. Through IIBF 2025 there will be a meeting of various creative industry players, not limited to publishers and readers, but beyond that. Filmmakers, producers, animators, illustrators, designers, fashion and other creative

industry players can use IIBF 2025 as a hub.

IIBF 2025 will be a book exhibition with many activities combined with intellectual property exhibitions and content markets. IIBF 2025 is also present as a festival, rendezvous arena, attractions, experiences, recreation and entertainment events centered on intellectual creations called books.



■ IIBF 2025 Target



Period
5 days



Book Fair Area
5,273 m²



Exhibitors
100+



Visitors
250,000+



Countries
25



Events
100+



Communities & Schools
50+



Media Partners
12



INDONESIA RIGHTS FAIR

60

Publishers/
literary agencies

100

Professional
trade visitors

20

Countries



■ Event Information

- 📅 Wednesday–Sunday
24–28 September 2025
- 🕒 09:00–21:00 Jakarta time
(GMT +7)
- 📍 Assembly Hall,
Jakarta Convention Center



■ Who can You Meet?

- Editors
- Writers & translators
- Librarians
- Licensing professionals
- Rights buyers and sellers
- Booksellers
- Media & press
- Service providers
- Reading promoters

■ Who Are Exhibiting?

- Indonesian publishers
- International publishers
- Bookstores
- Libraries
- Government institutions
- Distributors
- Digital solutions companies
- Online retailers
- Educational institutions
- Literary agencies
- Stationery and related products companies
- Internet publishers



■ Find Out What's On!



Book Fair

Events to bring the community closer together to books, and further cultivate reading and instilling habits for love of knowledge. Various events related to books will be held in addition to book trading are discussions, workshops, talk shows, book launches, etc.



Story Market

This program was held for the first time at IIBF 2024. Story Market is events for publishing sector, studios, platforms web content, as well as rights holders for intellectual property meeting with buyers from production houses (PH), producers, streaming service providers, and others.

Story Market consisting of 3 events namely: Pitching Book to Screen, Talkshow and Networking.

Indonesia Rights Fair

Indonesia Rights Fair (IRF) is the special place for copyright transactions, networking activities, and meeting publishing friends worldwide. At IRF, publishers, authors, literary agents, or copyright owners can promote their copyrights to others such as publishers, movie makers and many others.



Ikapi Awards

This is an appreciation given to writers, the best works from writers and literacy and culture activists.

The awards categories are:

- Writer of the Year
- Book of the Year
- Children's Book of the Year
- Rookie of the Year
- Literacy Promoter
- Lifetime Achievement
- The Best Supporting Media

Ikapi Awards announcement is presented at the Opening Ceremony of IIBF.

Illustrator Exhibitions and Illustration Markets

An ample space provided for illustrators to display their works, so buyers who want to use their works can contact them directly.

This program was held for the first time at IIBF 2024 and attracted 50 illustrators who submitted more than 70 illustrations for the exhibition.

Cosplay

This event was held for the first time at IIBF 2022, consisting of two agenda items namely Cosplay Competition and Coswalk. The enthusiasm of participants and visitors making this event one of the most awaited events by cosplayers.



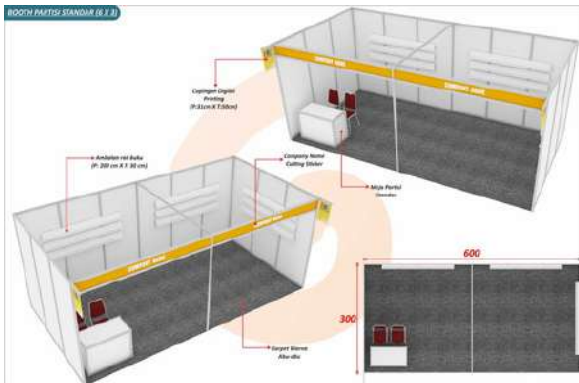
Booth Options & Prices

Standard Booth

Price

USD300/sqm

Early bird discount 10% register by May 9, 2025: **USD270/sqm**



No	Item
1	White partition with aluminium structure
2	Lettering of company name (digital printing on vinyl)
3	1 table and 2 chairs

No	Item
4	Electricity/MCB (2 ampere, 440 watts) with one socket
5	1 cube lamps (TL) of 40 watts
6	Carpeted floor
7	Bookshelf of Standard Booth: - 9, 12, 15 sqm booth: 6 (six) bookshelves @180 cm - 18 & 24 sqm booth: 9 (nine) bookshelves @180 cm - 27 sqm booth: 12 (twelve) bookshelves @180 cm
8	ID Card
9	Company profile at IIBF 2025 directory

System Stand Plus

Additional Fee

USD35/sqm
*for minimum 18 sqm



No	Item	Qty
1	White stackable chair	5
2	Information counter	1
3	1 meter shelf	18
4	Long-arm spotlight	9
5	Socket (500 watt)	1
6	1 meter lockable cupboard	6
7	Wooden round table	1
8	Waste paper basket	1

Premium Package (Special Design Booth)

Additional Fee

USD105/sqm
*for minimum 56 sqm



No	Item	Qty
1	Floor high 10 cm glossy white laminated finishing	1 set
2	Partition wall made of wood with wall paint finishing, height 3m	15
3	Warehouse + key	1
4	Fascia combination logo	1 set
5	Pillar standing combination TV & logo	1 set
6	Towers combine with logos	2
7	Bookshelves with wall paint finishing	5
8	Round ornament rack	1 set
9	2-Seater sofa	2
10	1-Seater sofa	1
11	Coffee table	1
12	Round table	2
13	Dealing chair	8
14	Barstool	2
15	Reception desk	1
16	Brochure rack	1
17	TV 50"	1
18	Box + plants	1 set

Note:

For exhibitors who use contractors other than the official Committee contractor, a **fee of 5%** will be charged.

Benefits for VIP Booth (minimum a 72 sqm booth)

No	Item
1.	A hanging banner sized 1 m x 4 m, dedicated solely to the exhibitor as promotional media to be displayed in the Jakarta International Convention Center's lobby.
2.	Placement of the exhibitor's logo (shared logos) on the billboard installed on Gerbang Pemuda Street, Senayan.
3.	Placement of the exhibitor's logo on hanging banners sized 1 m x 4 m (shared logos) displayed in the Jakarta International Convention Center or the Assembly Hall's lobby.
4.	Placement of the exhibitor's logo (shared logos) at the IIBF 2025 venue's welcoming gate.
5.	Exhibitor's company profile (TVC) which will be shown on the scre
6.	Exhibitor's company profile to be featured on the IIBF website (www.indonesia-bookfair.com).
7.	Placement of the exhibitor's logo to be featured on the IIBF social media.



IIBF 2025 Booth Price List

No	Booth Area (sqm)	Standard Price (US\$)	Early Bird 10%	Additional Fee (US\$)		Total Price (US\$)		Total Price (US\$) Early Bird 10%	
				System Stand Plus	Premium Package	System Stand Plus	Premium Package	System Stand Plus	Premium Package
1.	9	300	270	35	105	3,015	3,645	2,745	3,375
2.	12	300	270	35	105	4,080	4,860	3,660	4,500
3.	15	300	270	35	105	5,025	6,075	4,575	5,625
4.	18	300	270	35	105	6,030	7,290	5,490	6,750
5.	24	300	270	35	105	8,040	9,720	7,320	9,000
6.	27	300	270	35	105	9,045	10,935	8,235	10,125
7.	72	300	270	35	105	24,120	29,160	21,960	27,000

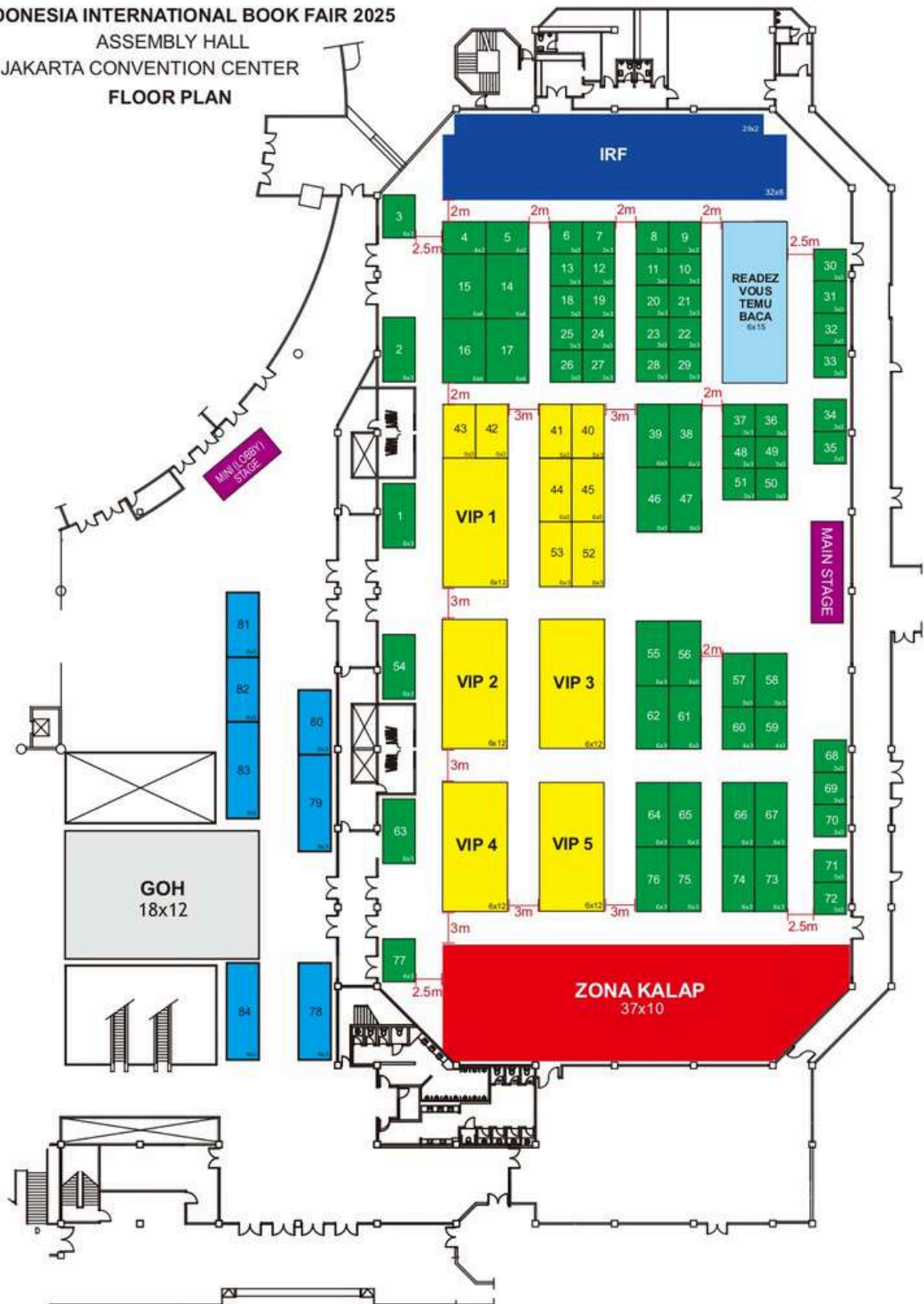
■ Other Events' Prices

EVENT	PRICE
INDONESIA RIGHTS FAIR	USD150/3 days
STORY MARKET (BOOK TO SCREEN)	USD30/IP
ILLUSTRATION EXHIBITIONS & ILLUSTRATION MARKETS	USD15/illustration
<p>STAGE EVENT Main Stage</p> <p>Lobby Stage</p>	<p>Exhibitor USD175/1.5 hrs/weekday USD225/1.5 hrs/weekend</p> <p>USD150/1.5 hrs/weekday USD200/1.5 hrs/weekend</p> <p>Non-exhibitor (Main/Lobby Stage) USD750/1.5 hrs/weekday USD850/1.5 hrs/weekend</p>

IIBF 2025 Floor Plan

INDONESIA INTERNATIONAL BOOK FAIR 2025

ASSEMBLY HALL
JAKARTA CONVENTION CENTER
FLOOR PLAN



■ IIBF 2024 Photo Gallery





Writer of the Year
IKAPI AWARDS 2024



Literacy Promoter
IKAPI AWARDS 2024



Children's Book of the Year
IKAPI AWARDS 2024



Book of the Year
IKAPI AWARDS 2024



Thank You

Let's collaborate!

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GET IN TOUCH!



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