The Africa Stand

Terms of Service

Last updated: 26 October 2026

1. About these terms

1.1 The Africa Stand (TAS) is run by Books To Africa International, trading as Books2Africa, a UK registered charity (1152599) and company limited by guarantee (08528635) ("we" or "us").

1.2 These terms apply to any author or publisher who registers to exhibit or distribute with TAS ("you"). By registering, you agree to these terms.

1.3 TAS is open to African and Black authors and publishers, including self-published authors, independent publishers and small presses. Books in any language and audiobook cards with QR codes are welcome.

2. Registration and payment

2.1 Register through our online form at least 6 weeks before the fair.

2.2 The exhibition fee is £1,000 per fair, with no VAT added. We will invoice you after you register, payable in full within 30 days or at least 1 month before the fair, whichever is sooner.

2.3 Your place is confirmed once we receive full payment. Spaces are limited and bookcases are allocated on a first-come, first-served basis.

3. What the fee includes

3.1 For each fair, the exhibition fee includes:

- a dedicated bookcase, 80cm wide, 28cm deep and 220cm high, with 6 shelves, the top one showing your name card
- a logo frame and an A4 brochure holder next to your bookcase
- 2 complimentary visitor tickets
- taking orders for your books during the fair, and a sales report

3.2 The 5 display shelves hold about 20 to 30 books each, depending on book size. Copies that do not fit are kept aside to restock your shelves.

4. Sending books and promotional materials

4.1 Send up to 200 copies of your books to our UK warehouse in Kent, to arrive at least 1 month before the fair. This applies to both the London and Frankfurt fairs.

4.2 Send up to 1,000 copies of promotional literature, such as brochures, catalogues, postcards and business cards, with your books or at least 2 weeks before the fair. We refill your holder during the fair.

4.3 You pay all delivery costs, including customs charges. We can quote for FedEx or DHL door-to-door delivery, including customs clearance, or you can make your own arrangements. Items that arrive late may not be displayed.

5. At the fair

5.1 We set up and manage The Africa Stand, including your bookcase. We confirm the hall and stand location at least 2 weeks before the fair. There is no priority placement.

5.2 Roller, freestanding and tabletop banners are not allowed within The Africa Stand.

5.3 After registering, send us the details of up to 2 delegates and we will send their tickets. Tickets cover all days of the fair and all free events, and delegates can use our shared meeting area. Areas or events booked separately with the fair organiser are not included.

5.4 You do not need to attend. We display your books, take orders through our QR code system at the listed price you give us, and hand out your promotional literature.

6. Payments, sales reports and buyer details

6.1 We charge no fee on orders taken during the fair. We pay you 100% of the listed price of each book ordered, into your PayPal or bank account, within 30 days of the end of the fair.

6.2 Your sales report lists the titles, quantities and amounts of all orders, and the contact details of any buyers who opt in to share them. We do not share the details of buyers who do not opt in.

6.3 You may only use buyer contact details to follow up on their interest in your books, in line with UK data protection law.

7. After the fair and distribution only

7.1 Before the fair ends, tell us whether you want your remaining books:

- **Distributed:** we store them in our UK warehouse and sell them through our eBay shop and at other fairs and events we attend. From each sale, we deduct shipping, platform and payment fees, then our £2 per book fee, and pay you the balance every quarter. We choose which books go to events and do not guarantee display. Books are sold at your listed price unless you agree a discount with us.
- **Returned:** we send them back to you and you pay the return postage.

7.2 You can also use our distribution service without exhibiting at a fair, for a one-off, non-refundable onboarding fee of £100 per publisher (waived for TAS exhibitors). The same terms apply. Send up to 200 copies per title, with all delivery and customs costs paid by you.

7.3 We review unsold stock every 12 months. Unsold books can be returned to you at your cost or, with your agreement, donated through Books2Africa.

7.4 You can end distribution at any time by emailing us. We will pay any balance due and return your remaining books at your cost.

8. Cancellations and refunds

8.1 To cancel, email us. If you cancel more than 60 days before the first day of the fair, we refund the exhibition fee in full. After that, we refund 50%.

8.2 If the fair is cancelled by its organiser, or we cannot run The Africa Stand, we refund the exhibition fee in full.

9. Responsibilities, insurance and liability

9.1 You confirm that you have the right to sell the books and materials you send us, that they do not break any law or anyone else's rights, and that the book details and prices you give us are accurate.

9.2 All exhibitors are covered by our public liability insurance during the fair.

9.3 We take reasonable care of your books and insure them free of charge against loss or damage, up to £500 per exhibitor at print cost, while in our warehouse or at the fair. If your books are worth more, you may wish to take out your own insurance.

9.4 We are not responsible for delays or losses caused by events outside our control, including couriers, customs or the fair organiser.

10. General and contact

10.1 We may update these terms from time to time. The terms in place when you register apply. These terms are governed by the law of England and Wales.

10.2 For any questions, call us on +44 1227 392239 or contact us via publishing@books2africa.org