

## ANNEX II

### JABUTI AWARD – CATEGORY BRAZILIAN BOOK PUBLISHED ABROAD

The Category “Brazilian Book Published Abroad” is within the Innovation Area in the 2018 edition of Jabuti Award.

This is the second time in the history of the Award that this category is present. Its objectives are: to recognize the initiative of foreign publishers that publish Brazilian authors abroad as well as national publishers that export copyright and also to make the Jabuti Award internationally known.

The recognition is for the Foreign Publisher that bought and published in first edition the Brazilian book abroad and also the Brazilian Publisher that sold the copyright of the book.

The category is supported by Brazilian Publishers – a sectorial project that promotes the exports of Brazilian editorial content, a result of the partnership between the Brazilian Book Chamber/CBL and Apex-Brasil/Brazilian Trade and Investment Promotional Agency.

## GUIDELINES

### I. COMPETITORS

1. Jabuti Award will be awarded to books by Brazilian author(s) born or naturalized, published in Portuguese, in Brazil, in first edition, regardless of the period; Abroad the book must have necessarily been released between January 1<sup>st</sup>, 2017 and December 31<sup>st</sup>, 2017.

1.1 If necessary, CBL has the right to request proof of nationality/residence of the author(s) as well as of the headquarters of the international publisher.

1.2 Are considered unpublished works those that have never been published in a foreign country, in a formal edition, printed or digital format, with an ISBN (serial number), and a Copyright Page or equivalent.

1.3 The book’s date of publication must be in its Copyright Page (or equivalent).

### II. SUBMISSIONS

2. The works can be submitted by the Brazilian publisher or by the foreign publisher between May 15<sup>th</sup>, 2018 to June 28<sup>th</sup>, 2018 with the agreement of both parties. Submissions by authors will not be accepted in this category.

**2.1** The publisher, company or person responsible for submitting the book assumes, at the time of submission, full responsibility for the veracity of the information provided, as well as for the absolute compliance between the work submitted and these guidelines.

**2.2** Submission, independently of any other document, means full acceptance by the applicant or by his/her representative of the terms of these guidelines.

**2.3** When submitting third-party books, the person responsible for submission:

**2.3.1** Declares that the Brazilian/international publisher is aware of the submission.

**2.3.2** Accepts full responsibility, according to the law, for the originality, authenticity and authorship of the material that, in any category, disputes the award, so CBL, the Curator Board, the Organizing Committee or judges will not be accountable for third party claims, in any title or at any time.

**2.4.** The co-edited works must be submitted by only one of the editors.

**2..** If a winning book in its category is co-edited, all co-editors will receive the Jabuti Trophy corresponding to their classification.

**2.6** In the event that CBL and/or the jury raise doubts as to whether a work belongs to the category in which it has been submitted, it will be up to the Curator Board to give the final word, which may lead to the disqualification of the work.

### **III. SUBMISSION – STEP BY STEP**

Submissions must be made according to the following procedures:

**3.** Complete the entry form available at [www.premiojabuti.org.br](http://www.premiojabuti.org.br)

**3.1** Next, complete the entry form for the category “Brazilian Book Published Abroad”

**3.2** Upload the PDF files that prove the following actions: book launch, promotion, advertising and commercialization of the book abroad (folders, clippings, among others) at [www.premiojabuti.org.br](http://www.premiojabuti.org.br), according to the Entry form of the category “Brazilian Book Published Abroad”.

**3.3** Pay the entry form through the payment system available at [www.premiojabuti.org.br](http://www.premiojabuti.org.br).

**3.3.1** The following fees are:

**3.3.1.1** In the case of individual work, per work submitted in the category:

**3.3.1.2** R\$ 285,00 (two hundred and eighty-five reais) for CBL members.

**3.3.1.3** R\$ 370,00 (three hundred and seventy reais) for associates of similar entities.

**3.3.1.4** R\$ 430,00 (four hundred and thirty reais) for non-members.

**3.3.2** In the case of anthology/collection, by anthology/collection submitted in the category:

**3.3.2.1** R\$ 440,00 (four hundred and forty reais) for CBL members.

**3.3.2.2** R\$ 475,00 (four hundred and seventy-five reais) for associates of similar entities.

**3.3.2.3** R\$ 515,00 (five hundred and fifteen reais) for non-members.

**3.4** Progressive discount will be given to a group of submissions made in the same transaction:

From 10 to 30 submissions	5% off the total amount
From 31 to 60 submissions	10% off the total amount
From 61 to 100 submissions	15% off the total amount
Over 100 submissions	20% off the total amount

**3.5** Submitted works that do not follow these guidelines will be disqualified, without the right to get back the entry fee, which covers administrative expenses.

**3.6** Only foreign editions published in a minimum of 1,000 (one thousand) copies will be eligible for this category.

**3.6.1** The amount must be proved by means of proper documentation (invoice from the printing company, transportation, etc) whose upload will be made at the entry form of the category “Brazilian Book Published Abroad” at the time of submission.

#### **IV. THE AWARD**

**4.** With the Brazilian Publishers’ resources, one representative of each foreign editor with the 3 highest scores (to be published by CBL) will be granted with a Fellowship to participate at the Jabuti Award Ceremony.

**4.1** The representatives of the three finalist publishers will also be contemplated together with the publishers of the Brazilian Publishers project with a Professional Journey (to the segments published by them).

**4.2** The representative of the foreign publisher of the winning book of the category will receive a Jabuti trophy at the award ceremony.

**4.3** The representative of the Brazilian publisher of the winning book of the category will receive a Jabuti trophy at the award ceremony.

**4.4** No cash prize will be awarded for the winner of this category.

**4.5** Books submitted within this category will not compete for the Book of the Year Award.

**4.6** The winner will only be known at the 60<sup>th</sup> Jabuti Award ceremony that CBL will previously advertise.

4.7 The auditing of the 60<sup>th</sup> Jabuti Award is responsible for keeping the secret of the winner(s) until the moment of the ceremony of the 60<sup>th</sup> Jabuti Award

4.8 After the ceremony and the validation by the Curator Council and Auditors, the official results will be published on the website [www.premiojabuti.org.br](http://www.premiojabuti.org.br).

## V. EVALUATION CRITERIA

5. The analysis of the competing works will be focused on strategies of launching, promotion, commercialization and advertisement of the work.

5.1 Criteria to be considered by the jury:

1.	PROMOTION AND PUBLICITY STRATEGIES ABROAD
2.	CONTRIBUTION FOR ADVERTISING THE COUNTRY'S IMAGE
3.	NUMBER OF COPIES/CIRCULATION AND DISTRIBUTION