



ASIAN FESTIVAL OF CHILDREN'S CONTENT (AFCC) SINGAPORE

30 May to 7 June 2015

Central Library, National Library Building

Once you have been selected, you will be required to rent a Media Mart booth.

Book / Product Launch Registration | Organisation and Publishers Book or Product Launch Submissions

Guidelines:

- The Book & Product Launch will be held from 30 May – 7 June 2015, except on 1 June 2015 (Monday), which is a public holiday.
- We accept books/products that are published/launched between June 2014 to May 2015 only. Books/products that were launched during AFCC 2014 will not be accepted for the Book & Product Launches in AFCC 2015.
- Each book/product launch is given only one slot and it is 30 minutes in duration (excluding set-up and pack-up time), and will be held at the basement in the Central Library. Allocation of the slots will be at our discretion of the organisers.
- We offer you a 5 minutes allowance to set-up before and 10 minutes allowance to pack after the launch.
- We provide up to 2 hand-held microphones, projector and table to place your book/products. Kindly email any logistical requirements that you will need by 6th February 2015.
- The details of your launch will be publicised on our website and through our Facebook pages.
- We strongly encourage you to create a publicity plan of your own to create a healthy turnout for your book/product launch.

Submission of book/product titles has started and will end on 6th February 2015.

Please also provide us with the following details by 6th February 2015 as they will be included in the AFCC 2015 Programme Booklet.

- Name of book / product to be launched
- Full name of author(s)/ Full name of organisation
- Year of publication of book/ date of consumer launch of product
- High resolution image of the book cover/ product of at least 300dpi
- 50 word synopsis of the book / product
- A list of logistical requirements. We will try to provide these, if possible