AFCC 2016 BOOK & PRODUCT LAUNCH SUBMISSIONS
INFORMATION SHEET

The Asian Festival of Children's Content provides a platform for speakers and participants of the Festival to launch their book or product as part of the Festival activities and in so doing grows the awareness of quality Asian publications.

Whilst we will try to accommodate all requests for a book & product launch slot, due to the limited number of available openings, a selection will be made based on the book or product's relevance to the Festival.

Submission Guidelines

- The Book & Product Launches will be held between 25 to 29 May 2016.
- As only a limited number of slots during the breaks are available, these will be allocated at the organiser's discretion and on a first come first served basis.
- We accept books that are or will be published from June 2015 to May 2016 only. Books that were launched during AFCC 2015 will not be accepted for the Book & Product Launches in AFCC 2016.
- The Book & Product Launches will be held at the stage area in the Plaza, National Library Building.
- Each author will only be allotted one (1), 30-minute slot (including set-up and pack-up time).
- Logistical support includes up to 2 hand-held microphones, projection facilities and a table to place your collaterals. All requests for the above equipment have to be confirmed with the organiser via email by 31 March 2016.
- The details of all launches will be publicised on the AFCC 2016 website and Facebook page.
- We strongly encourage the author to create a publicity plan to ensure a healthy turnout for the book launch.
- Sale of books during the launch can only be made through the official bookstore for AFCC 2016 or via a booth at the Media Mart.
- Once a book has been selected, the author, if he or she is not a speaker at AFCC will be asked to show evidence of purchase of an AFCC Writers & Illustrators Conference 3-Day Pass.

Acceptance of submission of book titles will end on 15 February 2016. Please also provide us with the following details by 15 February 2016 as the relevant information will be included in the AFCC 2016 Programme Booklet.

- Name of book to be launched
- Full name of author(s)
- Year of publication of book
- High resolution image of the book cover of at least 300dpi
- Publisher (Company Name or Imprint)
- 50-word synopsis of the book
- A list of logistical requirements