



**MEDIA MART & BOOK FAIR  
ASIAN FESTIVAL OF CHILDREN'S CONTENT  
25 – 29 May 2016**

The Asian Festival of Children's Content (AFCC) is the leading event of children's content which highlights Asia's rich culture and tradition by showcasing some of the best Asian writers, illustrators and content providers and promoting new materials that have been produced. With an annual attendance of close to 1,000 authors, publishers, distributors, institutional buyers, literary agents, multimedia producers and educators from up to 17 countries gathering in Singapore for the Festival, it is the event to create awareness about your product or organisation.

The AFCC Media Mart & Book Fair will be held at the Plaza of the National Library Building which has an annual visitorship of about 4 million people. The AFCC Media Mart and Book Fair has allowed industry players to showcase, network and trade, and with a strategic venue such as the National Library Building with its high human traffic, exhibitors have found it expedient to promote their books and products to the public as well.

We would like to invite you to be a part of this annual Festival for 2016.

Please let us know of your interest in a booth by 15 December 2015. Acceptance of your application will be emailed to you by 21 December 2015. The number of complimentary booths held by any organisation is limited to only one booth; additional booths will be charged the full booth fee of S\$1,000 per booth for the duration of the event.

Email us at [celine@bookcouncil.sg](mailto:celine@bookcouncil.sg). A copy of the Exhibitor's Registration Guidelines and Registration Form will be sent to you upon acceptance of your application.

**Media Mart & Book Fair Preference Criteria**

Priority will be given to publishers or exclusive distributors of publications or resources that are related to the Asian Festival of Children's Content. Genres include picture books, fiction for children and young adults and creative learning resources.

NBDCS reserves the right to determine the eligibility of a product for display and to deny participation to any company whose products or services are determined to be inappropriate for the exhibition.

**Media Mart & Book Fair Package**

The standard Media Mart package includes

- A 2m x 2m standard shell scheme booth with a fascia reflecting the name of the exhibitor
- One (1) lockable low cabinet



- Two (2) folding chairs
- A 13 Amp / 230V single phase power outlet
- Listing in AFCC Programme booklet & the AFCC Public Programme booklet (details to be submitted by 14 March 2016), each with a circulation of 2,000 copies
- Opportunity for a product / book launch, subject to availability and on a first-come-first-served basis

The rate for the standard booth package at the Media Mart is **S\$1,000.00** for 4½ days (25 - 29 May) but the first booth for each organisation will be **S\$0** subject to degree of relevance to the Festival and availability.