

## MEDIA MART & BOOK FAIR

### Terms and Conditions

#### 1. Duration

The entire Media Mart will take place from 30 May – 6 June 2015 at the Plaza of the National Library Building (100 Victoria Street, Singapore 188064).

#### 2. Registration and Payment Procedures

The organiser reserves the right to select from the list of applicants for the booth. Once an organisation has been approved as a Media Mart vendor, payment should be made together with application of booths, payment should be made within 30 days from the date of confirmation email stipulating approval of the Media Mart vendor.

Cancellation of booth will require the vendor to pay the organiser a compensation of US\$600. A full list of content that will be displayed and/or sold at the Media Mart should be given to the organiser together with the application for the booth. The list of items that are for sale at the Media Mart should be given to the organiser by 20 March 2015.

Application for book and product launches that a Media Mart vendor is eligible for should be made separately, only after the vendor has received the confirmation email from the organiser regarding approval of booth rental. Name of the booth that will be included in the booth space, will be the name of the booth vendor, as stated in the application form submitted to the organiser.

#### 3. Allocation of Exhibit Space

Allocation of exhibit space will be made at the discretion of the organiser. The prices are stipulated in the booth layout on this website: <http://www.afcc.com.sg>.

The exhibitor pass will be given to the exhibitor on the morning of the vendor's first date of booth rental.

#### 4. Exhibitor's Pass

The exhibitor pass will entitle the exhibitor to the AFCC sessions, food buffet, and a maximum of 10 book and product launches at AFCC, subject to availability.

#### 5. Cancellation

Cancellation of booth will require vendor to pay the organiser an amount included in point 2 of the Terms and Conditions. Final cancellations of booths should be made by 31 March 2015.

#### 6. Installation, Removal and Cleaning

Installation of booth walls will be arranged by the organiser. Set-up of booth walls will take place as well as take-down dates will be provided accordingly, upon booking.

Requests for furniture should be together with the application of Media Mart booth. Final requests for furniture during the Media Mart should be made by 31 March 2015. All materials, packaging and waste must be removed by the stipulated time agreed upon. Any item left after this period will be treated as rubbish and you will be charged for the disposal.

#### 7. Liability

The Media Mart vendor will be liable for any loss or irreparable damage to items supplied on a rental basis, from the moment of receipt until they are returned/collected, being liable for the new replacement values rather than reimbursement of the present value.

The Media Mart vendor irrevocably releases the organiser from any claims made by third parties with regards to the violation of laws or third party rights (particularly intellectual property rights copyrights, image and name rights, brand and trademark rights, competition rights, personality rights) connected to the exhibition space of the Media Mart vendor including the Media Mart vendor's activities, advertising, products and their intellectual contents.

This release also applies to any penalty, court or legal expenses arising from such violations. The organiser is not liable for loss or theft of exhibited items, stand structures or stand furnishing.

#### 8. Security and Safety

The use of candles, incense, and/or open flames of any kind at the Plaza of the National Library Building is strictly prohibited. Even if the candle is being used for fragrance only and the wick is not burned, it is prohibited.

The use of unprotected electrical power strips is strictly prohibited. Should there be a need to use an electrical extension cord for permanent use, you must contact the organiser for approval. Do not run the cord under rugs or pile clothes on top of the cord.

#### 9. Changes

We may, in our sole discretion and at any time, without notice to you, add to, amend or remove any Information from the Website and collaterals, or alter the presentation, substance, or functionality of the Website and collaterals.



# ASIAN FESTIVAL OF CHILDREN'S CONTENT 2015

30 May to 6 June 2015  
Singapore

**COUNTRY OF FOCUS: China**

Asian Content  
For the World's Children  
Meet, learn and discover business opportunities



Organised by  
**National Book Development Council of Singapore**  
50 Geylang East Avenue 1 Singapore 389777  
Tel +65 6848 8290 | Fax +65 6742 9466  
Email afcc@bookcouncil.sg

Supported by  
National Arts Council  
National Library Board

Venue  
National Library Building  
100 Victoria Street Singapore 188064



**B.I.G**  
Book Illustrators Gallery  
23 May-11 June 2015



Showcase illustrations from published and unpublished books at our Festival.

Closing date: 2 Mar 2015  
Email: [afccbig@gmail.com](mailto:afccbig@gmail.com)

**Book & Product Launches**  
30 May-6 June 2015



Launch your books and products related to children's content at our Festival.

Closing date: 6 Mar 2015  
Email: [alycia@bookcouncil.sg](mailto:alycia@bookcouncil.sg)

**Writers & Illustrators Retreat**  
30 May-2 June 2015



Join these intensive workshops to learn from publishing professionals

Closing date: 28 Feb 2015  
Email: [alap@bookcouncil.sg](mailto:alap@bookcouncil.sg)

**COUNTRY OF FOCUS: China**  
Bringing Children's Content from China to Singapore

Chinese content creators like Tang Sulan, Cai Gao, Mei Zihan, Shu Wei, Wang Quangen just to name a few, will be visiting our Festival, together with Ying Chang Compestine, Shirin Yim Bridges, and Raina Telgemeier!

**RIGHTS EXCHANGE (RX)**  
Unique Opportunities to Buy or Sell Rights

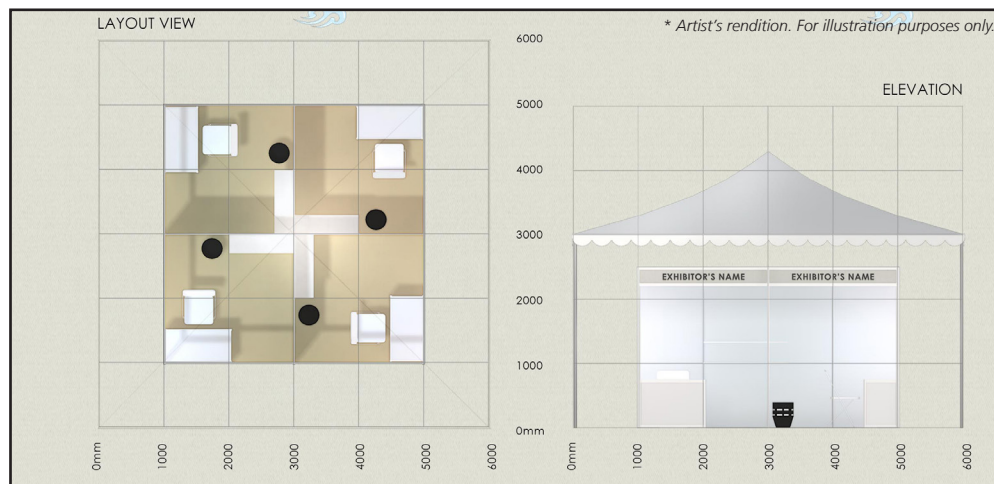
The RX provides a pre-arranged platform to content providers, such as publishers and literary agents, to engage in possible collaborative projects on translation, digital and print publishing and co-publishing, and other derivative works, through buying or selling of rights.

**MEDIA MART & BOOK FAIR** 30 May-6 June 2015

Open to trade and public visitors, the Media Mart and Book Fair is the perfect opportunity for booksellers, publishers and organisations to meet with other Asia-Pacific publishers, regional writers and explore the latest books and content for Asian children.



- 2m x 2m Stand includes:
- 1 x Lockable Cabinet
  - 2 x Folding Chairs
  - 1 x Set of 3 Shelving (Slope)
  - 1 x 13 Amp Power Outlet
  - 1 x Florescent Light
  - Fascia with Exhibitor's Name in Cut-out Vinyl Sticker



**Registration Form: MEDIA MART & BOOK FAIR**

Registration Deadline: 20 March 2015  
Email: [celine@bookcouncil.sg](mailto:celine@bookcouncil.sg)  
Tel +65 6848 8290 | Fax +65 6742 9466

**Organisation Data**

Company Name

Text for Fascia Board

Participation Type ☐ Single Booth ☐ Semi-Contained Stand

☐ Open Shelf Display ☐ Individual ☐ Co-Exhibitor

President/CEO ☐ Mr ☐ Ms Surname First Name

Tel No Fax No Email

Address Website

City Zip Country

**Nature of Business**

Type of Business ☐ Publisher ☐ Literary Agency ☐ Distributor ☐ Exporter/Importer  
☐ Librarian ☐ Bookstore/Shop ☐ Printer ☐ Association (Private)  
☐ Government Body ☐ Others

Specialisation ☐ Children ☐ Graphic Novels ☐ Media ☐ Science/Technology/IT  
☐ Comics ☐ Educational Comics ☐ Young Adult  
☐ Textbooks/References ☐ Others (Pls specify)

Items for Display (pls specify, e.g. children's books):

Company Profile (max 100 words)

**Contact Person**

Representative ☐ Mr ☐ Ms Surname First Name

Tel No Fax No Email

Job Title Alternative Email

**Corporate Advertisements**

Article	Description	Quantity	Amount
Corporate Ads	Back Cover	( ) x SG \$ 5,000	SG\$
	Inside Covers	( ) x SG \$ 3,000	SG\$
	Inside Pages	( ) x SG \$ 2,000	SG\$
	Greetings	( ) x SG \$ 1,000	SG\$

\* Invoice will be issued upon receipt of your registration.

Total SG\$

We have read the "Terms and Conditions" as attached, and agree that they are part of this registration and hereby agree to abide by them.

Date (DD/MM/YY) \_\_\_\_\_ Signature \_\_\_\_\_

Name of Representative

\*Please complete this form and return it by email to [celine@bookcouncil.sg](mailto:celine@bookcouncil.sg) no later than **20 March 2015**.

**ASIAN FESTIVAL OF CHILDREN'S CONTENT 2015**  
**MEDIA MART & BOOK FAIR**

There will be three periods for Media Mart booking:

30 May to 2 June 2015 | (USD 1000)  
3 June to 6 June 2015 | (USD 1000)  
30 May to 6 June 2015 | (USD 1500)

