



## ASIAN FESTIVAL OF CHILDREN'S CONTENT (AFCC) SUBMISSIONS FOR BOOK & PRODUCT LAUNCHES

The Asian Festival of Children's Content provides a platform for speakers, exhibitors 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 Launch will be held between 17 to 21 May 2017.
- Book & Product Launch slots are only opened to AFCC Speakers, Book Fair exhibitors or delegates with a 3-day Writers & Illustrators Conference pass/Full Festival Pass.
- 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 2016 to April 2017 only. Books that were launched during AFCC 2016 will not be accepted for the Book & Product Launches in AFCC 2017.
- The Book & Product Launches will be held at one of the following:
  - ✚ Stage area in the Plaza, National Library Building,
  - ✚ B1 Exhibition Area, Central Library,
  - ✚ A designated area near the Festival Bookstore.
- Each publisher will only be allotted one (1) 30-minute slot (including set-up and pack-up time).
- Logistical support for the various venues will provided upon confirmation of the application.
- The details of all launches will be publicised on the AFCC website and programme booklet.
- We strongly encourage the author / publisher 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 2017 or via a booth at the AFCC Book Fair.
- To facilitate our selection, please mail a copy of the book to be launched to:

National Book Development Council of Singapore  
50 Geylang East Ave 1, Level 3  
Singapore 389777  
Attn: Nurhuda Abu Bakar

You could also email a soft copy of the book to: Nurhuda at [nurhuda@bookcouncil.sg](mailto:nurhuda@bookcouncil.sg) by 7 February 2017.

Acceptance of submission of book titles will end on 22 February 2017. Please also provide us with the following details by 22 February 2017 as the relevant information will be included in the AFCC 2017 Programme Booklet.

- Title of book to be launched
- Full name of author(s) & illustrator
- Year of publication of book
- High resolution image of the book cover of at least 300dpi
- Publisher (Company Name or Imprint)
- 40-word synopsis of the book