



ASIAN FESTIVAL OF CHILDREN'S CONTENT
BOOK FAIR
22 – 25 May 2025
The Plaza, National Library Building
10.00am – 6.00pm

About the Asian Festival of Children's Content and the AFCC Book Fair

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, promoting new materials that have been produced. It is organised by the Singapore Book Council (SBC). The Country of Focus for AFCC 2025 is the Republic of Korea and will see involvement from Korean publishers, writers and illustrators.

With an annual attendance of close to 500 authors, publishers, distributors, institutional buyers, literary agents, multimedia producers and educators from up to 12 countries gathering in Singapore for the Festival, it is the event to create awareness about your product or organisation.

The AFCC Book Fair offers industry players a dynamic platform to showcase their offerings, foster valuable connections, and engage with AFCC delegates. Located at the Plaza of the National Library Building, a venue known for its substantial foot traffic, it serves as an ideal setting for exhibitors to effectively promote their books and products to the public.

As the number of booths is limited, registration is on first-come-first-served basis and subject to SBC's approval.

AFCC Book Fair Criteria

1. Priority will be given to publishers or exclusive distributors of publications or resources that are related children or young adult content and SBC 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 fair.



2. Booth bookings should be submitted by 28 March 2025 (Friday) and full payment for the booth(s) should reach the SBC no later than 8 April 2025 (Tuesday). SBC has the right to cancel the booking if payment is not received by the deadline set as above.
3. All cancellations must be received in writing. Any cancellation request received before the 8 April 2025 will receive full refund. Any request for cancellation of booth received after 8 April 2025 will not receive a refund.

Book Fair Package

The rate for a book fair booth is S\$800.00 inclusive of organisation listing in relevant AFCC collaterals.

The standard Book Fair package includes

- One (1) info desk cum lockable low cabinet or similar
- Two (2) folding chairs
- Two (2) wall shelving
- A 13 Amp / 230V single phase power outlet
- Fascia of exhibitor's company name in cut out vinyl sticker (Format to be determined by SBC)
- Space of 2m x 3m
- Listing in relevant AFCC collaterals (details to be submitted by 28 March 2025)
- Opportunity for a product / book launch, subject to eligibility, availability and on a first-come-first-served basis

Publishers taking a booth may also want to consider the publicity opportunities available or a special booth and advertisement package. Please refer to the table below for additional details.

To book your space please submit your application form [here](#). An invoice will be sent to you upon confirmation of your booking. Please note that full payment for the booth(s) should reach SBC no later than 8 April 2025. SBC reserves the right to cancel the booking if payment is not received by the deadline set as above.



Booth and Advertising Packages

	Description	Details of Package	Rates (\$\$)
1.	AFCC 2025 Standard Booth Package*	A standard booth package includes a listing in relevant AFCC collaterals and a non-transferable 4-day general pass for one (1) pax*.	S\$800.00
2.	AFCC 2024 Booth + Social Media ¹ (one dedicated post) Package*	The Booth + Social Media package includes one standalone post on the AFCC facebook page ¹ .	S\$1,000.00

*Booth rates include a non-transferable 4-day general pass for one (1) pax.

¹Vendor to provide a 20 to 30-word marketing copy, along with logos and book covers, for the post by 8 April 2025. AFCC will design the visual that is aligned with the AFCC social media campaign. Editorial decisions will be made collaboratively between AFCC and the Exhibitor. A collaborative post can be arranged for enhanced outreach.

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Guidelines for Exhibitors

Please review the following exhibit rules and regulations before submitting an application as these guidelines become a part of the contract between the Exhibitor and SBC, and exhibitors agree to accepting these guidelines when accepting space assignments at the AFCC Book Fair.

1. Exhibit Eligibility

- a. AFCC promotes the creation of children and young adults' books and content with a focus on Asian themes. Exhibits could be from the book or media trade and the content should support the intent of AFCC.



- b. The Exhibitor may sell his products or services. Sales of products / services is restricted to items produced by, or distributed exclusively by the exhibitor.

2. Display Regulations

- a. The standard booth is 2 metres by 3 metres and includes:
 - One (1) info desk cum lockable low cabinet or similar
 - Two (2) folding chairs
 - Two (2) wall shelving
 - A 13 Amp / 230V single phase power outlet
- b. Any additional furniture or graphic requirement could be ordered from the official contractor.
- c. Exhibitors bringing their own additional bulky furniture should notify SBC to ensure the pieces meet venue regulations and fit the allocated space.
- d. No fixture above the height of 1.8 metres is allowed as the venue requires a professional engineer's permit for such structures.

3. General

- a. Exhibitors should ensure that the stand is staffed during exhibition hours from 10.00am to 6.00pm. However, on the **Country of Focus Night** on **23 May 2025**, taking place at the Plaza, exhibitors are requested to extend their operating hours until 8.30pm to accommodate guests browsing during the event.
- b. Exhibitors should conduct their business only from their own stand and not canvass amongst Exhibitors or visitors to the Book Fair. All efforts to advertise, promote sales and operate exhibits must be conducted so as not to cause annoyance or inconvenience to other Exhibitors and visitors.
- c. While every reasonable precaution is taken, including securing night-time security, SBC shall not be liable for any loss or damage to the exhibitor's' person or property. The Exhibitor bears sole responsibility for insuring against such risks.
- d. Exhibitors are advised to ensure that their belongings are secured at all times and that no valuables are left at the booth overnight.
- e. Exhibitors having audio-visual demonstrations must maintain the sound level at a level that causes no interference with or annoyance to other Exhibitors.



- f. As the Book Fair is held at the Plaza which is not wholly sheltered from the elements, Exhibitors are advised to be prepared in the event of rain.
- g. The attachment of publicity material and decorations to the panel walls must be carried out in such a way as to avoid any damage to the stand material (such as through the use of permanent / corrosive adhesive tape or nails).
- h. The reconditioning and replacement of damaged, destroyed or lost fittings and stand material can only be carried out by the SBC at the Exhibitor's expense.
- i. Exhibitors will be issued up to 2 Exhibitor Passes for the duration of their participation. Please ensure that your passes are worn at all times as this will facilitate identification by our staff and volunteers. Please also note that the Exhibitor passes do not entitle its bearer entry to the ticketed conference sessions. A separate pass with the bearer's name and / or QR code will be issued for access to the general AFCC sessions for the duration of the Festival.
- j. Exhibitors are invited to join our congress delegates for the night events though those may require registration.
- k. Exhibitors are required to dispose of stand materials at the end of the exhibition

4. Liability and Indemnity

- a. Exhibitors are responsible for obtaining all necessary copyrights or license to use copyrighted materials.
- b. The Exhibitor shall be liable for and shall indemnify SBC from and against all claims, demands, losses, damages, penalties, expenses and liabilities of any kind which SBC may suffer or incur in respect of, or in connection with the Book Fair arising directly or indirectly, out of the act, default or omission of the Exhibitor, his or her employees and /or agents, or out of any breach of the obligations herein by the Exhibitor.

5. Payment

- a. Payments should reach the SBC no later than 8 April 2025 (Tuesday).
- b. Payments may be made via a bank transfer to

Company Name:	Singapore Book Council Limited
Address:	90 Goodman Road, Blk E, #03-32 Goodman Arts Centre, Singapore 439053
UEN No:	201805935W
Name of Bank:	DBS Bank Ltd



Branch:	Westgate Branch
Bank Address:	3 Gateway Drive, #04-36, Gateway, Singapore 608532
Bank Code:	7171
Branch Code:	054
Account No:	054-906251-0
Swift Code:	DBSSSGSG