

NATIONAL BOOK WEEK 2011

EXHIBITION INFORMATION

A strong networking opportunity for all involved in reading promotion & the book sector!

PRICES REMAIN THE SAME AS 2010!!!

BACKGROUND

National Book Week has been developed to assist the South African Book Development Council (SABDC), in partnership with the Department of Arts and Culture, to encourage reading amongst South Africans and to find innovative ways to strengthen industry initiatives, develop skills and increase book sales, particular by South African and African authors.

The exhibition has been created for industry and projects to display a range of products and programmes, including, but not limited to the following:

- What kinds of books are available to South Africans?
- What are you doing to promote reading?
- What are your CSI programmes?
- Do you have innovative products to get more South Africans to read?

Share it at National Book Week!

EXHIBITION DETAILS

VENUE: Museum Africa, Newtown, Johannesburg
DATES: Thursday 8 – Saturday 10 September 2011
TIMES: 10:00 – 16:30 Daily

TARGET AUDIENCE

- National and provincial government departments
- Funding Bodies
- Corporate sponsors
- Arts Representative Bodies and networks
- Policy makers and researchers
- Educators and administrators
- Publishers
- Booksellers
- Printers
- Paper manufacturers
- Editors
- Translators
- Illustrators
- Libraries
- Reading and Book events, fairs, festivals
- Cultural industry sector
- Media
- Writers
- Pre-school children, Scholars and youth
- Visually impaired
- General Public

ADDED BENEFITS

- National Marketing and Publicity campaign
- Credible gateway for CSI
- Exposure through website, social media platforms
- Industry and sector networking
- Participation in an annual, collaborative national event to promote reading
- Contribute to the think tank for a national reading promotion strategy
- Contribute to the growth and expansion of our market

ENQUIRIES AND BOOKINGS

Cheryl Sack, NBW: 073 194 6532, cheryl@artslink.co.za

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Interested exhibitors are to complete the attached Form and submit to one of the above email addresses before 12th August 2011.



arts and culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



SOUTH AFRICAN
BOOK DEVELOPMENT
COUNCIL