



NATIONAL BOOK WEEK: 6 – 13 SEPTEMBER 2010

EXHIBITION INFORMATION

BACKGROUND

National Book Week has been developed to assist the South African Book Development Council (SABDC), in association 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.

EXHIBITION DETAILS

VENUE: Museum Africa, Newtown, Johannesburg
DATES: Friday 10 – Monday 13 September 2010
TIMES: 09:30 – 17:00 Daily

WHY THE EXHIBITION?

- To showcase some of the books available to South Africans for leisure reading
- To provide a platform for services available in the publishing and related areas
- Provide information on where books can be borrowed (libraries) or bought (booksellers)
- Create awareness of different reading organisations and programmes
- Strengthen potential markets in the book publishing sector / industry

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
- Libraries
- Reading and Book events, fairs, festivals
- Cultural industry sector
- Media
- Writers

- Pre-school children, Scholars and youth
- Visually impaired
- General Public

BOOTH OPTIONS AND COSTS

OPTION	INCLUDES	Stand size	COST PER STAND
Package Stand	Fascia board, Carpeting Part distribution board 1 x plug point 2 x spotlights	3 x 2 m stand	6 SQM = R1 950
		3 x 3 m stand	9 SQM = R2 650
		3 x 4 m stand	12 SQM = R4 950
		3 x 6 m stand	15 SQM = R5 950

*Bookshelves (x 4) can be provided for an additional R750

Please note that smaller stands are priced to afford an opportunity for all stakeholders to exhibit.

ADDED BENEFITS

- National Marketing and Publicity campaign
- Sector networking
- Exposure through website
- Participate in an inaugural national event
- Contribute to the think tank for a national reading promotion strategy

EVENT PROGRAMME ACTIVITIES

OFFICIAL OPENING

The Official Opening will take place on Friday, 10 September at Museum Africa. The full programme is currently being finalised and will include the opening of the Reading Tents, as well as the arrival of Books on Bikes (see Associated Events below).

READING TENTS

Reading Tents will be created in one of the venues, and will cater for children, youth, adults and the visually impaired. Activities in the Tents include storytelling, demonstrations on making books for babies, poetry, author readings, word games, Braille games and competition for all, self help books and demonstrations etc.

SEMINAR PROGRAMME

The Seminar Programme will target established and emerging authors and other practitioners in the book industry. Programme content is being finalised, and will include an Authors' Symposium, a Reading Promotion Symposium, "In our voices" author panel discussion, Training Workshops etc.

ASSOCIATED EVENTS

- 'Books on Bikes' is a joint initiative with Bike & Saddle. The Cycle Relay will involve youth cycling from Centre for the Book in Cape Town to Museum Africa in Newtown Johannesburg, collecting donated books (from designated areas) along the way, promoting reading and healthy living as they go along
- SAPPI Book Donation Programme will support National Book Week through the donation of books to libraries around the country
- Pan African Writers Symposium hosted by ANFASA
- Reading Promotion Symposium hosted by the SABDC
- Launch of African Classic hosted by the Department of Arts & Culture
- National Literacy Day celebrations on 8 September
- Promotion of Library Membership

ENQUIRIES AND BOOKINGS

For further enquiries, please contact:

Raynia Gaffoor, SABDC: 021 914 8626, admin@sabookcouncil.co.za

Rosie Katz, NBW: 083 266 2367, rosie@artslink.co.za

Interested exhibitors are to complete the attached Application Form and submit to one of the above email addresses by no later than Friday 6 August 2010.



arts and culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



SOUTH AFRICAN
BOOK DEVELOPMENT
COUNCIL