



SOUTH AFRICAN BOOK FAIR

FACT SHEET

31 JULY – 2 AUGUST 2015
THE TURBINE HALL | NEWTOWN | JHB

BOOKINGS AND ENQUIRIES

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For the first-time ever, the SABF will be held in Johannesburg in 2015. It is co-sponsored by the Fibre, Processing and Manufacturing (FP&M) Seta. It promises to bring to Jozi a literary festival like no other and will be held at the beautiful and historic Turbine Hall in Newtown. The SABF will be managed by The Forum, conference and venue organisers who run the very successful Turbine Art Fair on an annual basis.

Established in 2006, the SABF is managed by PASA, the Publishers' Association of South Africa. Over the past seven years it has become hugely popular with the general public, and this year's festival will bring the focus back to books and their authors with an exciting literary programme.

The three-day literary programme, managed by programme director Batya Bricker, will feature book launches and signings, author interviews, literary workshops and forums,

training workshops for writers and small publishers, exhibitions and displays, and much more. Friday is a dedicated schools and library day, with a committed literary programme for learners and educators.

The SABF 2015 will enjoy a comprehensive marketing and publicity campaign (online, radio, print and outdoor media; website and social media) before, during and after the event.

The Fair hopes to offer, amongst others, a children's zone, literary forums, a digital forum or workshop, training workshops as well as three breakaways rooms that will offer many diverse sessions – from serious discussion around topical issues and current affairs to fun chats with authors and local celebrities. Through events, exhibits, readings and debates, we hope to make books and words come to life, and we hope you will join us.

WHO ATTENDS

Publishers, authors, speakers, book shops and book distributors, librarians and literary agents, and the general public.

EXHIBITIONS AND FEATURES

Opportunities for exhibitors include:

- Book launches
- Signings and author interviews
- A dedicated learners' programme on Friday 31 August
- Literary workshops and forums
- Addresses by keynote authors
- Author panel discussions with commentators and academics
- Innovative displays
- Children's Zone
- Media Area
- Designated book sales area

BENEFITS OF ATTENDING

- Profile local and international authors
- Promote South Africa's book culture
- Celebrate new and backlist books
- Heighten visibility to readers
- Foster customer relationships
- Develop relationships with new readers and customers
- Increase brand loyalty
- Maximise brand awareness and positioning

COSTS

Exhibitors will be able to choose between attractive shell schemes specially designed for the revamped look and feel of SABF 2015, or book floor space for their own custom designed stands. Stand surcharges may apply for certain locations or configurations. More details to follow.

	COST PER M ²	4M ²	8M ²	12M ²	16M ²	20M ²	24M ²
FLOOR SPACE FOR CUSTOM STANDS	R 2 500	R 10 000	R 20 000	R 30 000	R 40 000	R 50 000	R 60 000
SHELL SCHEME AND FLOOR SPACE	R 5 000	R 20 000	R 40 000	R 60 000	R 80 000	R 100 000	R 120 000

Furniture sets will comprise tables, chairs and ottomans.

WE URGE ALL PUBLISHERS TO BOOK EARLY AS EXHIBITION SPACE WILL BE LIMITED!



PASA
PUBLISHERS' ASSOCIATION
OF SOUTH AFRICA