



Sydney 2026 Exhibitor Prospectus

Thank you so much for thinking about exhibiting with Book Fair Australia in 2026!

Book Fair Australia is a literary festival that celebrates stories of all genres.

We welcome traditionally and independently published authors alike to share their diverse range through dedicated stalls, discussion panels, workshops and more. Our goal is to create a thrilling weekend fit for any book lover, by creating an event with authors of multiple genres and sellers of bookish merchandise.

At the end of the day, we're all about putting book fans first while providing a platform for traditional and independent authors. Australian literature is dwarfed in the literary world compared to giants like America and the UK. There remains a gap in publicity and attention, not only for traditionally published Australian novels, but especially for independently published works too. And this isn't only about the industry and sales, but connecting to our local audience.

Book Fair Australia aims to join creators and readers, and someone just as well could be both! We believe that taking a step to bring book lovers together will enable Australians to recognise their place in a wide world of books.

We look forward to partnering with you,
Ivana L. Truglio
CEO & Founder



Book Fair Australia

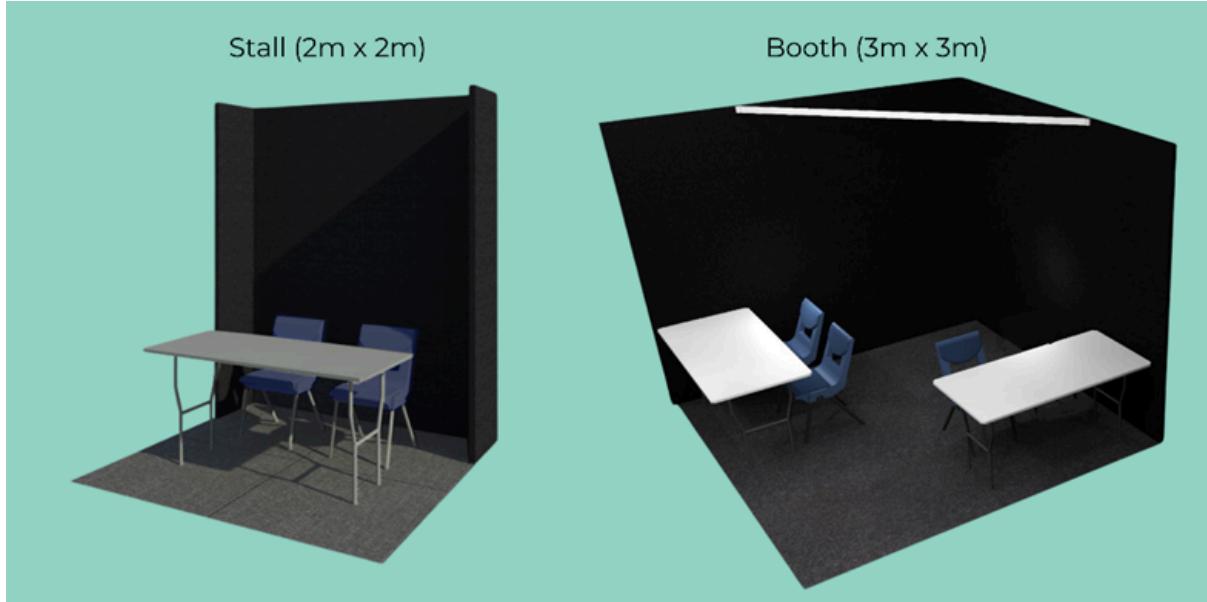


A FESTIVAL OF BOOKS

Event Date

Book Fair Australia will be held on **7–8 November, 2026**, at Sydney Showground.

Exhibition Spaces



Stall spaces

Stalls are 2x2m square, with 2.4m high Velcro-compatible walls. The walls will be in a U-shape, with short side walls (approximately 0.6m) and 2m wide back walls. Corner stalls also have a 0.6m wide external side, we encourage exhibitors to bring additional posters or decorations for these ends too.

Half stalls comprise of half a stall space as described above, with another exhibitor using the other half of the stall and table. (Half stalls are only available for author exhibitors.)

Booth spaces

Booths are 3x3m square, with 2.4m high Velcro-compatible walls. Booths have 3m wide side and rear walls. Requests can be made for one wall only or three walls in a U-shape.



Book Fair Australia



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Price Schedule

Early bird applications close on **27 March 2026**.

Standard applications close on **28 August 2026**.

| Stall Type | Area | Furniture | No of Exhibitor Passes | Author Early Bird Price | Author Standard Price | Vendor Early Bird Price | Vendor Standard Price | OPTIONAL - Carpet Tiles | OPTIONAL - Name Plate |
|--------------|-----------|--------------------------------|------------------------|-------------------------|-----------------------|-------------------------|-----------------------|-------------------------|-----------------------|
| Shared Stall | 2 m x 1 m | 1 x chair, half of 1.8 m table | 1 | \$165 | \$200 | N/A | N/A | N/A | \$40 |
| Single Stall | 2 m x 2 m | 2 x chairs, 1 x 1.8 m table | 2 | \$275 | \$340 | \$340 | \$420 | \$55 | \$40 |
| Double Stall | 2 m x 4 m | 4 x chairs, 2 x 1.8 m tables | 4 | \$485 | \$600 | \$640 | \$760 | \$110 | \$40 |
| Single Booth | 3 m x 3 m | 3 x chairs, 2 x 1.8 m tables | 3 | \$700 | \$775 | \$825 | \$900 | Included | Included |
| Double Booth | 3 m x 6 m | 6 x chairs, 4 x 1.8 m tables | 6 | N/A | N/A | \$1550 | \$1700 | Included | Included |
| Triple Booth | 3 m x 9 m | 9 x chairs, 6 x 1.8 m tables | 9 | N/A | N/A | \$2400 | \$2650 | Included | Included |

Exhibitor Passes

The number of exhibitor passes will be based on the booking type, please see the pricing schedule above. Additional exhibitor passes are available to purchase prior to the event, during the booking process.

Name Plates

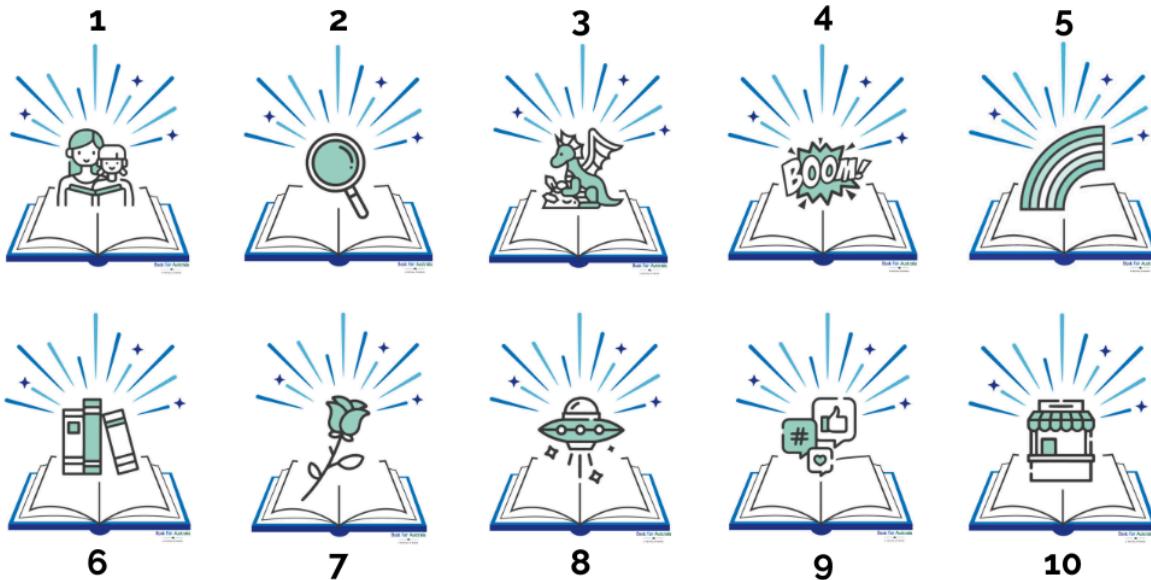
A corflute name plate may be ordered for your stall (cost of \$40), which will feature your author or business name as specified in your application. Please see an example nameplate below.





Genre Icons

All exhibitors will automatically be provided with one (1) genre icon; vendors will receive the Market Stall icon and authors will receive the icon corresponding to the main genre selected in the application. Extra genre icons can be purchased (cost of \$12 each) during the application process.



1 - Children's Icon - Children's (0-5 years), Junior Fiction (5-9 years), Middle Grade (9-12 years)

2 - Magnifying glass - Crime, Mystery, Thriller, Horror

3 - Dragon - Fantasy, Action & Adventure

4 - Boom - Graphic Novels

5 - Rainbow - LGBTQIA+

6 - Book Spines - Non-fiction, Bilingual, Poetry, Mind, Biography, Humour & Satire

7 - Rose - Romance, Historical Fiction

8 - UFO - Sci-Fi, Paranormal

9 - YA - YA, New Adult

10 - Market Stall - Vendors only

Stall and Booth Add-ons

Please note, stall bookings do not include items such as carpet tiles and name plates (unless specified or ordered in your application), power or specific stall or booth lighting. Any additional requirements for your stall will need to be arranged through the Exonet Portal. Information about this will be sent out by Exonet a few weeks before the event.

Setting up

Bump-in will be offered on the afternoon of **Friday 6 November, 2026** so that exhibitors may set up their space the day before the event.