



Book Fair Australia

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A FESTIVAL OF BOOKS

2024 Exhibitor Prospectus

Thank you so much for thinking about exhibiting with Book Fair Australia in 2024!

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 local 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 local 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



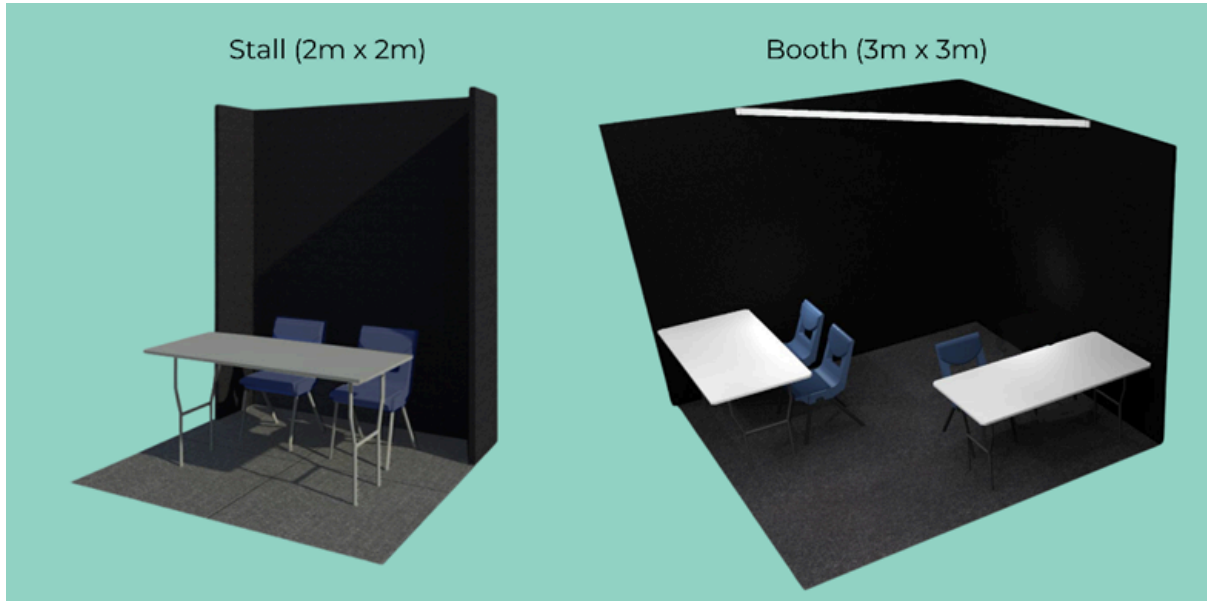
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Event Date

Book Fair Australia will be held on 2–3 November, 2024, at the Sydney Showground in Sydney Olympic Park.

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.

Booth spaces

Booths are 3x3m square, with 2.4m high Velcro-compatible walls. Booths have 3m wide side and rear walls.



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Price Schedule

Early bird applications close on 23 August 2024.

Standard applications close on 19 September 2024.

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

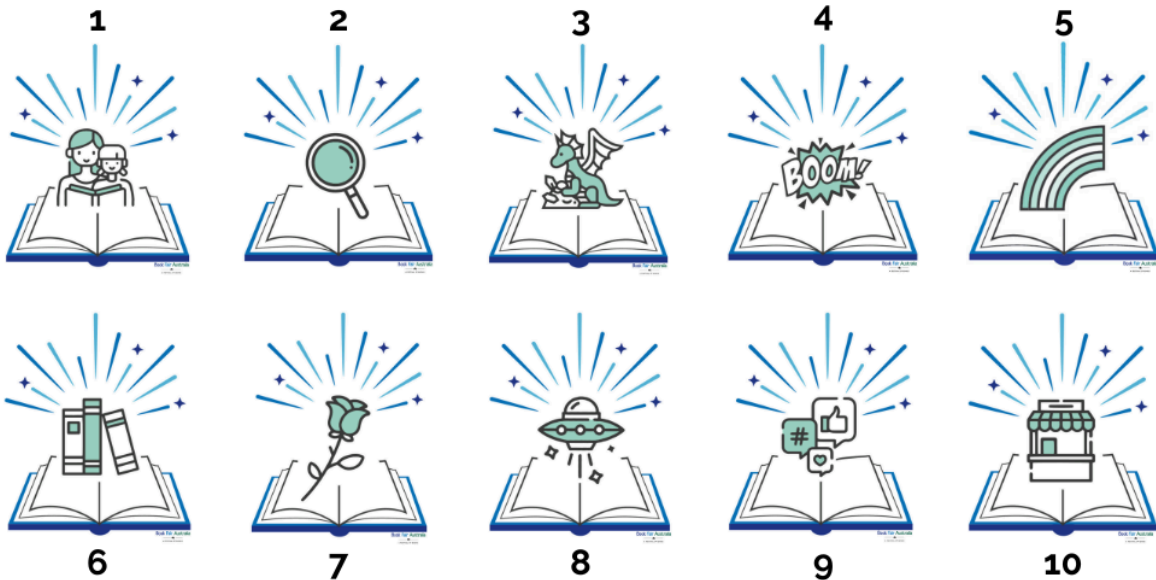
A corflute name plate may be ordered for your stall (cost of \$40), which will feature your author or business name as specified in your application. Please see an example nameplate below.





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.



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 (unless specified or ordered), power or specific stall or booth lighting. Any additional requirements for your stall will need to be arranged through the Exponet Portal. Information about this will be sent out by Exponet a few weeks before the event.

Setting up

A bump-in day will be offered so that exhibitors may set up their space the day before the event.