

# CAPE TOWN BOOK FAIR

ASSOCIATION WITH **Sunday Times**

January 2007

Dear Colleague,

It's a brand new year and a brand new fair!

On behalf of everyone at **The Cape Town Book Fair** offices we'd like to welcome you back from the holidays and of course back to the biggest book fair in the Southern Hemisphere.

This year's fair is promising to be even bigger than last year with an impressive 10 000 sq m of space to showcase your literary treasures. Our offices are already buzzing with brainstorming sessions on how to improve on last year and in anticipation to the challenges that lie ahead we've doubled our staff complement to better serve your needs. We are also proud to announce the start of an exhibitor newsletter to keep you up to date with all info you might need in the upcoming months.

Once again our focus and goal is to provide exhibitors with a world class fair in order to maximise on their investments. In conjunction with an effective marketing plan and compelling events we are setting the stage for a phenomenal show in 2007. This year we are thrilled to announce the inclusion of four book collections to this year's programme.

The programme manual has been included to help exhibitors plan their company's participation at the **Cape Town Book Fair** well in advance and assist in ordering the services required. The information will provide exhibitors with everything they need for a successful exhibition.

The programme manual has been divided into the following sections:

- Event Programme information
- Marketing tips
- Programme Registration Form

The programme manual contains all the information that you will need to prepare for the exhibition. We strongly encourage you to use the manual and read all forms thoroughly, which will help in the preparation of your stand and will also serve as a source of reference and information. To execute forms from the manual, simply locate the forms that are pertinent to your needs, and fax to the number identified on the forms. Please note that **all event data forms** should reach Dianne Makings no later than **30 April 2007**.

Feel free to contact Dianne at any stage to help conceptualise your event or for any assistance whatsoever.

It should be the exhibitor's priority to nominate one person to co-ordinate and plan their participation, liaise with the organisers and adhere to the required deadlines. The exhibition timetable and exhibitor checklist are a useful start. We all aim to give you good service, please help us by returning your completed order forms on time.

We would like to make your participation in this year's exhibition both successful and enjoyable. If there is any information that you require, please do not hesitate to contact our team.

Kind regards,



**VANESSA BADROODIEN**  
Cape Town Book Fair  
Managing Director



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# EVENT PROGRAMME INFORMATION

## TITLE

Please provide us with a descriptive title of no more than 55 characters for your event. This will be listed in the event programme booklet. Title Example: "Cooking with Flair: culinary quests with John Smith"

## DESCRIPTION

We also require a brief description of no more than 300 characters to describe your event details. Example: A presentation on comedy chef John Smith's elaborate travels through India and subsequent meals in under 20 minutes.

## TYPE OF EVENT

The key below will assist you in being able to categorise your event. Please indicate what format the event will take, if it is a workshop, reading, book launch, presentation etc.

## SUBJECT AREA

Please indicate the subject area of your event by using the keys provided in this booklet.

## PRESENTERS

Full names and titles of the relevant presenters for your event as it would appear in the event programme booklet.

## AUTHORS

Full names and titles of authors for your event as it will appear in the event programme booklet as well as The Cape Town Book Fair's website. Please include a brief biography of the authors including book titles of the relevant author of no more than 250 words. In addition please provide a photograph/picture of the relevant author in high resolution jpeg format and picture of cover of latest book or most well known book in high resolution jpeg format.

## EXHIBITOR EVENT MANAGER OR PUBLIC RELATIONS COMPANY

Our goal is to maximise every opportunity for our exhibitors and have clear communication channels with all involved, with this in mind it is imperative that you provide full contact details of your company event manager or Public Relations Company that will be responsible for your company events at the 2007 Cape Town Book Fair.

## VENUE

Please indicate on our relevant forms whether you will require a venue for your event or if this event will be taking place on your stand. Please

remember to include your stand number. Every effort will be made to accommodate your request for a venue for a set time and date that you require.

## VENUE HIRE

We recommend that you hire a venue if your stand size is less than 20 sqm. Various meeting rooms on the 1st and 2nd floors of the CTICC have been made available to hire for various events for exhibitors that cannot host events on their stands. These will be hired out at a cost to the event host. Please complete the attached form to book a venue for your event/s.

## VENUE CAPACITY

The meeting room venues can seat 60 or 120 people. Due to Safety and Fire regulations, no more than the allowed capacity will be allowed to enter the venue. If you require a venue capacity in excess of what is offered please contact the programme co-ordinator. Every effort will be made to accommodate all requests.

## VENUE SETUP

All venues will be set up theatre style unless otherwise stated.

## AUDIO VISUAL

The AV Alliance has been contracted as the Audio visual equipment providers to the various meeting room venues. All venues will be equipped with a Public Address system. In addition some venues will include a full presentation facility. This is at no extra cost and will be included in the venue hire rates. Please indicate clearly whether you require full audio visual presentation facility or just the PA system.

## FULL AV PRESENTATION SYSTEM INCLUDES:

- PA system and dedicated sound engineer
- Lectern and lectern microphone
- Laptop
- Screen
- Projector
- Dedicated AV Technician
- Tabletop microphones

## PA SYSTEM ONLY

- PA system and dedicated sound engineer
- Lectern & lectern Microphone
- Tabletop microphones

## RECORDINGS

The Cape Town Book Fair has made a facility available to have your presentation recorded

on CD. This is limited to events hosted within one of the hired venues on the 1st and 2nd floor of the CTICC. Please inform us of your intentions as this impacts on what venue we assign to you. There is a cost associated with this facility.

## STAND PHOTOGRAPHS

If you would like to have your stand professionally photographed, please inform the programme co-ordinator at least 24 hours in advance.

## SLOT

Venues are available to hire at different time slots. A slot is one hour long and you are accordingly charged per slot. However please note that presentation time is only 45 minutes long as the remaining 15 minutes is to allow for change over. You are allowed to book two consecutive slots, please advise the programme co-ordinator of your intentions.

## PUNCTUALITY

It is the responsibility of the exhibitor to ensure that authors, presenters and all other parties participating in an event arrive at the designated venue 15 minutes before their event is due to start. In the unlikely event of any setbacks this will give the programme co-ordinator adequate time to address any issues you might have without upsetting the timetable. As the programme has a high venue turnover it is imperative that all participating parties are punctual as to allow for the ongoing flow of the event programme.

## SPEED POINT MACHINE (FORM 12)

We advise that if you intend doing credit sales to order a speed point from your bank and make sure that it is programmed to dial "0" before transacting. In addition you will require a speed point line and this you will be able to the order from the CTICC.

## STOREROOM

In the event that you plan to sell merchandise at your stand, please be aware that the shelving does not have the capacity to store merchandise. We recommend you hire storage space from the Cape Town Book Fair.

## BOOK SHELVES

Book Shelves have a maximum weight restriction of 25kg. The width of the Book shelf is 300mm and the height is adjustable. We encourage you not to overload these book

# EVENT PROGRAMME INFORMATION (cont.)

## CATERING (FORM 13, 14, 15)

Please note that the CTICC is the exclusive supplier of food & beverage to all exhibitors. You are therefore not allowed to bring your own food or beverages into the hall or to arrange for their delivery by third parties, without the express written permission of the CTICC Catering Department. Food items must be ordered at least seven (7) working days before the commencement of the exhibition. During the exhibition, additional food orders for the following day must be telephonically ordered before 12h00. Lunch items will be delivered between 11.00 and 13.00. Beverage items will be delivered between 08.00 and 11.00. Orders to the value of less than R150-00 will be charged a R20-00 delivery fee. Loss or damage of the CTICC's equipment will be charged to the exhibitor at full replacement value. All prices are inclusive of VAT and are valid for 2007. Under no circumstances will ordered items be returned for credit. Payment must be made via credit card or debit card. No cash will be accepted. The cost of the products and services provided will automatically be deducted from the payment card. Any order(s) received after the stipulated deadline may be subject to a 20% surcharge.

- **Stand and Meeting Room Catering (Form 13)**  
A specifically designed catering menu has been attached. This menu caters for all your functions or events that are to be hosted on your stand or in the hired meeting rooms. If you have any queries please contact Gail Adriaanse on +27 21 410 5041 or gail@ctconvention.co.za. Please note that the general catering rules apply.
- **Cash Bar Facility**  
A cash bar facility is available for events or functions by exhibitors. Prior arrangement with venue management is required. Please inform our events manager of your intentions

## BEVERAGE SPONSORSHIP

The venue is a fully licensed venue and alcohol may not be brought onto the premises. A special permit is required for promotional and sponsorship alcohol and a corkage fee will apply. The venue requires advance notification of such requests and the decision to permit promotional or sponsorship beverages is at the discretion of venue management. Alcohol may only be served to people over the age of 18.

## ADVERTISING IN EVENTS BOOKLET

Advertisements opportunities for full page or half page advertisements in our exhibitor catalogue and events programme booklet. Please indicate on the attached form if you would like to advertise.

## ACCESS

Events taking place in hired venues on the 1st and 2nd floor of the CTICC are accessible to general public. Tickets for events will be obtainable on the day of event at no cost to the public. These will be issued to the public on a first come first serve basis at the start of every day.

## AUTHOR & VIP PASSES

It is imperative that you forward a visiting persona form as we will need to know how many passes we need to issue. These include authors, presenters and moderators partaking in an event. These passes can be collected during build-up at our offices on the 1st floor, Room 1.71 at the CTICC.

## COMPLIMENTARY TICKETS

A limited number of complimentary tickets are available. Please indicate your request on the attached form.

These tickets can be collected during build-up at our offices on the 1st floor, Room 1.71 at the CTICC. Please note that CTBF will not be involved in any way of holding these tickets for your guests, it is the exhibitors responsibility to meet guests beforehand to issue complimentary passes.

## FINAL EVENT PROGRAMME DEADLINE IS 30 APRIL 2007.

## DISCLAIMER CLAUSE

Neither Cape Town Book Fair (Pty) Ltd. (organiser) nor the venue or any of its directors, employees or agents, will be liable to the client for personal injury to, or the death of any person, or loss, or damage to any property, of whatever nature, on the property or at the venue, however arising or caused. The exhibitor indemnifies Cape Town Book Fair (Pty) Ltd. (organiser), the venue and its directors, employees or agents against any claim of whatever nature, which may be against any of them arising out of any of the aforementioned, except where the same was due to gross negligence by the organiser or the venue.

## EVENT VENUE HIRE COST

### FULLY EQUIPED AUDIO VISUAL VENUE

60 Seater Venue	R1450 per slot
120 Seater Venue	R1850 per slot

### PA EQUIPED AUDIO VISUAL VENUE

60 Seater Venue	R1000 per slot
120 Seater Venue	R1400 per slot

## EVENT TYPE KEY

R	Reading
BL	Book Launch
PD	Panel Discussion
W	Workshop
C	Cocktail
CE	Children Event
BS	Book signing
PP	Professional programme
PR	Presentation
SP	School Programme
O	Other
CZ	Comic Zone

## SUBJECT TYPE

01	Education
02	Comics
03	Electronic Media
04	Print Media
05	Film &TV
06	Audio Books & Non-Fiction
07	Children Books
08	Reference/Science
09	Literature
10	Other

# MARKETING TIPS

## MARKETING

While many exhibitors will enlist the services of a PR agency or will have in-house marketing strategies helping them to optimise every opportunity, we hope that this will prove to be helpful on how to maximise your experience at the fair.

## EVENTS

Never underestimate the value of a face to face meeting with potential customers. A chance to meet a favourite author or to discover a powerful new personality through a presentation or event is a great way to develop a fan base for authors.

An author's presentation does not necessarily have to revolve around their latest book. Try and be creative, put yourself in the role of the listener. What would keep you in a seat for 45 minutes? What topics would attract you to attend?

The CTICC has many catering options for you and your event. This will add to your costs but a selection eats and the promise of a cup of coffee will entice your audience to spend more time with you instead of rushing to their next destination (and your competitor!).

This is a great opportunity for readers to interact with the author and is a good time to circulate him / her. Remember the public will be shy about approaching them. This is a great moment to do a book signing. Often readers will purchase a book in order to have it signed, if they enjoyed the presentation enough.

Perhaps you can offer these guests a 10% discount voucher at your stall as thanks for attending the talk and spending that time with you. At the book fair you are competing for the consumers' time and this is your moment to stand out from the rest. 40 Loyal customers you have had a real interaction with and who feel appreciated are worth more than 100 people who casually walked past you and will forget you in 2 days.

**Make an impact!**

## BOOK SIGNING

While time consuming (but less costly than an event) book signings are another important step in creating a relationship between author and reader. The more you can personalise an experience for a customer the more likely they

will remain loyal to you and your brand. Instruct your author to personalise the message, check spellings of names (who wants a book with their name spelt wrong?) ask them a question or two about where they come from, or offer an anecdote about a chapter they enjoyed writing.

## FLYERS

Make flyers to hand out to visitors with information on what you are planning to do over the four days. Entice them to return to you with an exciting schedule. Perhaps you can organise a reading at your stall or a lucky draw. You don't necessarily have to spend money in order to draw a crowd.

## GIVEAWAYS

Organise a competition through the media before the time and offer your allocated complimentary tickets as prizes. Give visitors to your stand a token to take away with them with your branding on it. Make the token relevant. I.e. If the stand deals with motor cars, hand out embossed key rings with all your info.

Offer visitors to your stand a chance to buy something that they normally wouldn't get if they had come to the store. Or perhaps offer them a discount that they as convention participants can receive.

## INTERNET

Put a notice on your webpage that you will be attending the fair. The position of your stall and what customers can expect from you over the four days. Alternatively add a short story in your in-house or customer newsletter about who you will be sending to represent you at the fair. In-house newsletters travel and you will be surprised at whose hands they end up in.

## PRIOR TO THE EVENT

Approach your local, community newspapers to cover the story. Drop an email to your local radio station with information on who you are and what you are planning to do at this year's fair. Send out an email to your database informing them that you are taking part in the event. If you don't have a database, then use the fair as an opportunity to start one.

## SALES

All exhibitors are allowed to sell. In general our product list is limited to products of the publishing and media industry – i.e. books, audio books, magazines, stationery etc but not

toys unless connected specifically to a book e.g. DVD's and soft toys such as the Jemima Puddleduck as part of the Beatrix Potter stories. Educational charts and toys are fine as well as the terms of our agreement with the CTICC specifies that our product be of educational value if a toy.

## TEAM

Make your team stand out by wearing a uniform. Brightly coloured t-shirts go a long way in making your team identifiable. Branded plastic bags for all sales is a walking advertisement for you, or be different and use durable materials.

## VOICE MESSAGE

Do you have an answering service? Or perhaps your company plays music while customers are put on hold? Often clients call while sitting on their computers or surfing the net. In your answering service remind them that you will be at the CTBF between 16-19 June and to visit the site for more information on what you will be doing there.

**Remember you don't need a large budget to make a big impression. Be creative, daring and offer the public something they wouldn't normally have received if they visited you at one of your outlets.**