

The London Book Fair 2010 - The international publishing event



19-21 April 2010, Earls Court, London

Cost: £250 plus VAT

The international publishing exhibition provides unparalleled opportunities to discover new products, companies, and ideas from the UK and around the world. A chance to meet with 23,000 publishing professionals, from 112 countries, over 3 days at a key time in the publishing calendar.

The UK Trade & Investment London International Trade Team, in partnership with GLE, is offering you the chance to join us this year, at Earls Court London. We are hosting a stand for London-based companies to give you a taste of international exhibitions – this includes all the support needed to make the most of your participation.

We are looking to showcase the diversity of publishers within London including:

- Academic
- Art
- Cooking
- Graphic novels and comics
- Market-focused
- Travel
- Architecture and design
- Children's
- English language teaching
- Heritage
- Scientific, medical and technical

The event package includes:

- Exhibition: three days on a group stand where each exhibitor will have a display table (6x2 ft).
- Publicity: profile in London Book Fair brochure, website, and in marketing materials which will be distributed to potential partners prior to and during the event. We will also provide signage for your table, etc.
- Pre and post-event seminars: two day seminars including how to exhibit and prepare, how to conduct international business including payment and getting your product to market
- Administration: GLE will manage all administration and organisation of the event
- Assistance: A UKTI International Trade Adviser and the GLE Project Coordinator will be present at the event and provide individual support before and after the event
- Networking and business: there will be a Meet the Buyer event around the exhibition that will give the perfect opportunity to meet potential international business partners.

UK Trade & Investment is the government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK economy. Visit our website and register to find out more www.uktradeinvest.gov.uk.

Photo: flickr.com/ellen-w

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Who is eligible?

Small and medium size companies based in London and trading in the publishing sector, with fewer than 250 employees.

Closing date: 19th February 2010

To book your place:

Places are allocated on a first come first served basis. To secure your place payment can be made either by Credit Card or cheque. Please enclose the completed application form and send it via post / email along with your cheque to Zoe Williams at: .

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