

IRELAND AT LONDON 2017

Literature Ireland invites applications from **Irish publishers** wishing to exhibit and to promote their titles at the **IRELAND at LONDON** stand at the **London Book Fair**, which takes place **14–16 March 2017** at Olympia, London.

IRELAND at LONDON is an initiative of Literature Ireland in partnership with Culture Ireland.

In 2017, the **IRELAND at LONDON** stand is located at **2A71** in **Olympia**.

The annual book fair encompasses the broad spectrum of the publishing industry and is the global marketplace and leading business-to-business exhibition for rights negotiation and the sale and distribution of content across print, audio, TV, film and digital channels.

Applications will be welcomed from Irish publishers of established reputation, with a track record of attending international book fairs and a strong international contact list, who wish to exhibit on the **IRELAND at LONDON** stand.

EXHIBITION PACKAGES*

	Deluxe €1,725	Standard €875
Duration	3 days	3 days
Wall space	2 metres	1 metre
Signage	Company name	Company name
Dedicated meeting table	2	1
Exhibitor badge(s)	3	2
Free delivery of books/catalogues	Yes	Yes
Business cards held on reception	Yes	Yes
Website listing	Yes	Yes

**Packages will be assigned subject to availability.*

Applications should be submitted in the following format:

- by email only
- as a single A4 page indicating
 - your chosen package
 - the publisher's track record
- to Aoife Coughlan, Projects Manager, Literature Ireland

aoife@literatureireland.com

- please use the subject line 'Application to Exhibit at IRELAND at LONDON Book Fair 2017'

**THE DEADLINE FOR RECEIPT OF APPLICATIONS IS WEDNESDAY, 11
JANUARY 2017, AT 12PM**



www.irelandliterature.com