

## IRELAND AT LONDON 2016

**Ireland Literature Exchange** 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 **12–14 April 2016** at Olympia, London.

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

In 2016, 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\*

	<b>Deluxe</b>	<b>Standard</b>
	<b>€1,725</b>	<b>€875</b>
<b>Duration</b>	3 days	3 days
<b>Wall space</b>	2 metres	1 metre
<b>Signage</b>	Company name	Company name
<b>Dedicated meeting table</b>	2	1
<b>Exhibitor badge(s)</b>	3	2
<b>Free delivery of books / catalogues</b>	Yes	Yes
<b>Business cards held on reception</b>	Yes	Yes
<b>Website listing</b>	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 Sinéad Mac Aodha, Director, Ireland Literature Exchange  
([sinead@irelandliterature.com](mailto:sinead@irelandliterature.com))
- please use the subject line 'Application to Exhibit at IRELAND at LONDON Book Fair 2016'

**THE DEADLINE FOR RECEIPT OF APPLICATIONS IS  
FRIDAY, 29 JANUARY 2016, AT 12PM**



**Culture Ireland**  
Cultúr Éireann



[www.irelandliterature.com](http://www.irelandliterature.com)