

Children's Book Fair

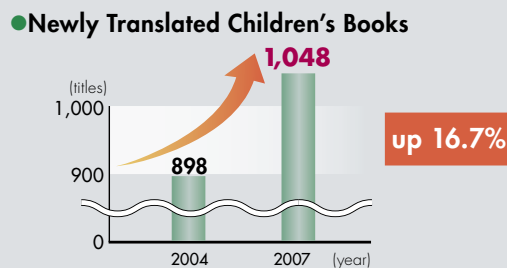
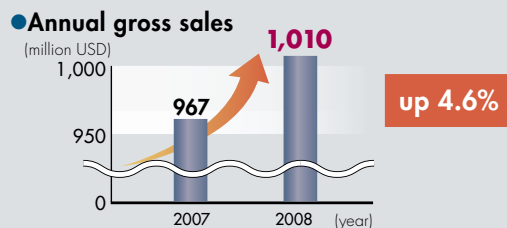
Dates: July 8 (Thur) – 11 (Sun), 2010 **Venue:** Tokyo Big Sight, Japan
Organised by: TIBF Executive Committee / Reed Exhibitions Japan Ltd.

The Japanese place importance on book children's education, and for this reason, Japan is growing market for children's book. In 2008, the children's book market in Japan reached 94 billion yen (approx. US \$ 1billion), up 4.6 % from 2007, and 1048 children's translated titles were newly published (up 16.7% in the past 5 years). At TIBF children's Book Fair, you can encounter this high potential market. Exhibit at Children's Book Fair, and take advantage of Japan's fast-growing and lucrative Children's Book Market!

Exhibit at TIBF "Children's Book Fair" to...

- ① Negotiate publishing rights and co-publishing agreements
- ① Sell directly to importers and book stores
- ① Forge new business opportunities with visitors and exhibitors from Asia

Japanese Children's Book Market Figures



Source: Publishing Indicator Report 2009

Listen to What Exhibitors at TIBF 2008 Have to Say!

As it was our second time exhibiting, we had many appointment requests before the fair and could negotiate rights of **30 titles** with many publishers **from Japan and also other 9 countries**.

CALLIS EDITORA LTD. (Brazil)

This was our first participation at TIBF, but we could held **15 fruitful meetings** during the fair with visitors from **Japan, Australia, China, Hong Kong, Korea, Philippines, Singapore, Taiwan and other places**. We have already concluded some rights deals at the fair.

FANUCCI Editore (Italy)

TIBF is a great venue for us to develop our business in Asian markets. With over **30 appointments**, our schedule was full. In addition, we had many meetings without pre-show appointments. We will continue to come back next year.

CLAVIS PUBLISHING (Belgium)



Children's Publisher's Exhibited at TIBF 2009

- AT ARMZ INC.
- ASK PUBLISHING
- BENESSE CORPORATION
- BUNKEIDO CO., LTD.
- BUNKENSYUPPAN
- BALLON MEDIA
- CHILDHONSHA CO., LTD.
- CHARACTERS CULTURE PROMOTION CORNER
- DOSHINSHA PUBLISHING CO., LTD.
- FIRST DISCOVERY JAPAN
- FUJI COSMO SCIENCE CO., LTD.
- FUKUINKANSHOTEN
- FUZAMBO PUBLISHING CO.
- GOMA-BOOKS CO., LTD.
- HIKARINOKUNI CO., LTD.
- HISAKATA-CHILD CO., LTD.
- HOLP SHUPPAN, PUBLISHERS.
- INTERNATIONAL MATHEMATICS LICENSE SOCIETY
- JIVE LTD.
- PHILIPPINE EDUCATIONAL PUBLISHERS ASSOCIATION
- PHP INSTITUTE INC.
- POPLAR PUBLISHING CO., LTD.
- PUBLISHING HOUSE HAKUGADO CO., LTD.
- RIRON-SHA CO., LTD.
- RURAL CULTURE ASSOCIATION
- SA-E-LA SHOBO CO., LTD.
- SANRIO CO., LTD.
- SEGA CORP.
- SHINBUNDO PUBLISHING CO.,LTD
- SHINGAKUSHA CO., LTD.
- SHINNIHON SHUPPANSHA CO., LTD
- SHOGAKUKAN INC.
- SHONEN-SHASHIN SHIMBUNSHA CO., LTD.
- SHUEISHA INC
- SOENSHA CO.LTD
- TOKUMASHOTENPUBLISHING CO., LTD.
- WARNEY COMPANY
- WORLD FAMILY K.K.
- ZENKAKEN POPY
- <BELGIUM>
- CLAVIS PUBLISHING
- CREATION FOR CHILDREN INTERNATIONAL
- MIJADE
- <BRAZIL>
- CALLIS EDITORA LTD.
- <CHINA>
- THE READABLES INC.
- <DENMARK>
- DANISH ARTS COUNCIL
- <FINLAND>
- FILI - FINNISH LITERATURE EXCHANGE
- <INDIA>
- XACT GROUP
- EDUCATION DESIGNERS [Korea]
- <IRAN>
- INSTITUTE FOR THE INTELLECTUAL DEVELOPMENT OF CHILDREN & YOUNG ADULTS (KANOON)
- <KOREA>
- MIRAE-N CULTURE GROUP CO., LTD. (I-seum)
- <SRI LANKA>
- SAMUDRA BOOK PUBLISHERS
- <USA>
- MACAW BOOKS
- WORLD BOOK INC
- ⋮

Participation Cost

▶ Type S: 1 booth (5.0m x 4.0m) or approx. (16.4 ft x 13.1 ft)

Raw Space only	¥900,000*	Approx.	\$9,783 / €6,818
Rental Display System (Optional)	¥280,000	Approx.	\$3,043 / €2,121
TOTAL	¥1,180,000	Approx.	\$12,861 / €8,939

▶ Type A: 1 booth (5.0m x 2.0m) or approx. (16.4 ft x 6.6 ft)

Raw Space only	¥450,000*	Approx.	\$4,891 / €3,409
Rental Display System (Optional)	¥140,000	Approx.	\$1,522 / €1,061
TOTAL	¥590,000	Approx.	\$6,413 / €4,470

* As of December 30, 2009, US\$1=¥92, Euro€1=¥132. (For your reference only.)

Book your space today! Fax ▶ +81-3-3345-7929

To reserve your space or request more information, please complete and return to TIBF Show Management Office by fax/mail.

- We would like to reserve _____ booth(s) (10sqm/booth) of exhibit space at TIBF 2010.
- Send us more information on exhibiting at TIBF 2010.
- Send us _____(insert no.) invitation tickets for visiting TIBF 2010.

Name : Mr/Ms _____ Job Title : _____

Company : _____

Address : _____

Country : _____

Tel : _____ Fax : _____ E-mail : _____

Website : _____ Type of Product : _____

Attach business card