

Sponsored Presentation Opportunities for Exhibitors

In addition to the trade show, exhibitors have 2 other opportunities to shine a light on their activities and products and to support the festival by sponsoring a workshop in the lower studios or book signing in the lobby. Platinum Sponsors automatically receive a presentation opportunity with their sponsorship (see the inside of the flyer for details). The festival has reserved the following presentations for sponsorship in the schedule:

- * Author Reading & Talk - (3) workshop studio sessions
- * Artist and Authors Discussion Panel (3 individual speakers)
- * Youth Author Workshop - (1) reading and workshop for Youth Authors under 21 years of age
- * Hands-on writer's workshop (1)
- * Children's Storytelling reading and interactive (1)
- * Lobby Book Signing Events (4)
- * Self-Publishers Workshop (1)
- * Friday night reception
- * Sunday afternoon reception

Custom presentations - have you got an amazing idea for a presentation? talk to the festival organizers about sponsoring a unique presentation!

Who is coming to the Pacific Festival of the Book?

The Pacific Festival of the Book promises to be a dynamic and engaging event that will attract a broad range of interested visitors from all ages and cultural backgrounds. Visitors will have one particular expectation though and that is to partake in something truly creative - an expectation that VAC has been able to fulfill regularly!

ABOUT VAC

The Victoria Arts Connection was founded in 2005 as an umbrella organization representing the arts in Victoria, BC. VAC is dedicated to the growth and development of individual arts and aims to create an environment that supports artistic creation and engages the community in new learning opportunities through the arts. The Pacific Festival of the Book is the first of its kind in Victoria.

VAC offers exceptional facilities for the Pacific Festival of the Book. Located on 2 floors, with over 11,000 sq' the festival will encompass most of the usable space at the facility. The large auditoriums on the 2nd floor will host the trade show while workshops and activities are happening in the lower level studios and lobby areas. Front and back load in for set up, elevator access and washrooms on both levels.



*Logo Image by Dan Sali, entitled
"The Courtship of Venus" watercolour on paper*



March 23-25, 2007

- author talks + book signing * book making demos
- * meet the publishers * self-publishing workshops
- * discussion panels * children's storytelling
- * youth authors workshop
- * interdisciplinary workshops * roving performers
- * art exhibition "The Art of the Book"
- Special Guests include Victoria's own Poet Laureate Carla Funk

Admission \$5/ free 12 yrs & under

**VICTORIAARTS
CONNECTION**
Where the ARTS come together

2750 Quadra Street, Victoria, BC V8T 4E8

T. 250.477.9089

E. info@victoriaartsconnection.com

W. victoriaartsconnection.com

A Book and Literary Arts Festival for everyone in the publishing, writing, book and art loving community.

A great line up of literary events, performances, interdisciplinary workshops, art exhibition and an exceptional trade show of BC and Canadian booksellers and publishers.



SCHEDULE INFORMATION

for the most current information please visit our web site
www.victoriaartsconnection.com

Information for Out of Town Participants

How to get here:

If coming from Vancouver or the Gulf Islands you can access BC Ferries website www.bcferries.com

Driving:

VAC is located at 2750 Quadra Street, Victoria, BC V8T 4E8. The main intersection is Quadra Street and Hillside Ave. on the northwest side.

Hotels: conference rate discounts are available at some hotels in Victoria. Please make sure you let front desk staff know that you are with the Pacific Festival of the Book. See website for more hotel info.

Holiday Inn:

3020 Blanshard St. Victoria BC V8T 5B5
Tel: (250) 382-4400 Fax: (250) 382-4053
www.hivictoria.com

SPONSORSHIP OPPORTUNITY

Trade Show participants can help sponsor the Pacific Festival of the Book and receive a variety of promotional opportunities through Festival collateral such as the poster, program, flyers and web site. There are also opportunities to sponsor an author, workshop or presentation for Platinum sponsors! Sponsors can offer cash or gifts-in-kind.

Platinum: \$1,000 or more

Logo on outdoor banner, program, poster and description with logo on web site; opportunity to host or brand a custom presentation

Gold Level: \$500

Logo on program, poster and description with logo on web site

Silver Level: \$250

Logo & listing on program and active link on website

Bronze Level: \$100

Company listed on program and active link on website

Please check the program or area you would like to contribute to as sponsor:

- Author Reading Guest Speakers Panel
 Book Signing Interdisciplinary Wksp
 Friday Eve Event Art of the Book Exhibit
 Children's Storytelling Publisher Wksp
 Youth Authors Wksp Poetry Event
 Coffee House Entertainers Advertising
 Door Prizes Poster or Program Printing
 Other: _____

Please contact me about sponsorships.

REGISTRATION FORM

EARLY BIRD SPECIAL: Register for your trade show booth by Friday February 9, 2007 and receive **25% off** the registration fee!

Company: _____
Contact Person: _____
Tel # _____ or _____
Mail Address: _____
City/Prov _____ Post Code: _____
Web site: _____
Email : _____

Type of Exhibitor

- Publisher Book Seller Organization
 Individual Other: _____

Main activities at PFB

- Book sales Author Promotion Networking
 Other: _____

Requirements

Requests are on a first come first served basis. Each booth includes 1 banquet table (8'x18"), 2 chairs and 1 white linen table cloth. Please see pdf floor plan for details. Each space is apx 64 sq'
 Electrical Bringing own display
 Other: _____

Type of space requested

- Wall Space (\$100.00) (EB \$75.00)
 Centre Space (\$75.00) (EB \$56.25)
 Lobby (\$350.00 – 3 available) (EB \$262.50)

Payment of Fees

Please make cheq payable to Victoria Arts Connection
2750 Quadra St. Victoria, BC V8T 4E8

*No refunds after March 1, 2007.

Registration Fee: \$ _____ or Early Bird: \$ _____
+ (gst 6%) _____ + Sponsorship: \$ _____
Ttl: \$ _____ Cheque Credit Card
_____ Expiry: ____ / ____

Authorization Signature for Credit Card