

2013 UBAWA Fall Book Fair

General Book Fair Exhibitor Info & FAQs

Who We Are

Urban Books Authors & Writers of America is one of the fastest growing book organizations in the southeast. We've promoted thousands of authors since our inception in 2010.

When & Where?

The 2013 UBAWA Fall Book Fair will take place at the Georgia International Convention Center on September 28, 2013.

What can I expect to see?

The 2013 UBAWA Fall Book Fair will showcase over 100 authors from across the country. There will be live music and entertainment, writing and publishing workshops, comedy, poetry, free giveaways, school supplies, food, and much more.

Children and parents can stop by our Kids Corner and participate in [Dream Pathways Kids](#) free book giveaway and pick up a free bag of school supplies.

This event will be recorded.

What else will take place at the event?

We will be doing author interviews which will be recorded for selection in our DVD Documentary. An author panel will take place which will allow 7-9 authors the chance to share their experiences and unique perspectives on their road to becoming an author.

Once you have registered for your booth and made your payment, you can sign up to participate in a 15 minute interview at the fair by clicking here: <http://www.ubawa.org/ubawa-dvd-documentary-sign-up-form.html> or join our Author Panel by clicking here: http://www.ubawa.org/uploads/6/9/5/1/6951277/author_panel_sign-up_agreement_form.pdf

How Will the Event Be Marketed & Promoted?

The event is being marketed and advertised to attract thousands of residents living across the Metro Atlanta area through word of mouth and via radio and print advertisements. Atlanta is very diverse in its make-up so there will be a variety of groups representing an eclectic mix of age groups, socio-economic standings, and nationalities in attendance. We define "urban" to extend to all races and ethnicities, including African-American, Hispanic, Caucasian, refugees, Asian, Jewish, first generation immigrants, etc. We are reaching out to all demographics in the metro Atlanta area to include college students, the working class, youth, urban professionals, veterans and retired persons. The UBAWA Fall Book Fair is also being promoted and advertised through the Dekalb County and Fulton County libraries.

Reserving a Booth at the 2013 Fall Book Fair

Our first annual book fair will take place on September 28, 2013 at the Georgia International Convention Center in Atlanta, Georgia. Single booths are \$100 and include a 10 foot table and one chair. Double booths are \$150 and include a 10 foot

table and 2 chairs. Publishing companies and groups with 3 or more authors can reserve a booth for \$250 which includes a 10 foot table and 3-4 chairs. Author booths will be grouped according to genre.

We encourage all authors or non-book vendors interested in attending to reserve and purchase their booths as soon as possible, since we have only made room for 110 tables (75 single booths; 25 double booths; and 10 publishing company/group booths). Make your payment online at www.ubawaannualbookfair.webs.com.

How Do I Get Tickets?

We're giving away 2000 free tickets to the event. The first 300 attendees will receive a free gift bag. All book fair guests will be entered in for a chance to receive a free Kindle Fire along with other prizes and giveaways. Get your free tickets here: www.ubawabookfair.eventbrite.com.

Authors/publishers who register early (1st 30 authors) will be featured on our event's website and on our promo and advertisements.

If you have any more questions, please don't hesitate to ask.

Yours Truly,

Danielle Leach, founder/CEO

Urban Books Authors & Writers of America

UBAWA Fall Book Fair Floor Plan & Layout

Entrance

20 tables

20 tables

20 tables

20 tables

20 tables

stage

Publisher's Corner
& Book Clubs

Kids Corner

Concessions/Food