



Philadelphia Book Festival Central Library, 19th & Ben Franklin Parkway Saturday, May 17 and Sunday, May 18, 2008

The 2nd Annual Philadelphia Book Festival this spring is sure to be a huge hit again this year . Book festivals have become popular, successful events throughout the country. Philadelphia's Free Library system has 54 branches making Philadelphia prime for an enduring book festival. The Book Festival will include celebrity writers, author readings and book signings, panel discussions and workshops, Children's programs and exhibits and a technology pavilion featuring the latest in library access technology and cutting-edge consumer technology, including self-publishing and digital media. Sponsors include 6 ABC, the Philadelphia Inquirer, Toyota and more.

Pricing Range: \$2,500 to \$15,000 depending on tour size, logistical needs and sponsorship benefits desired.

Attendance: 25,000+

Demographics: upscale males and females, educated, higher income

Time Frame: 11am-7pm



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