

# Book Publishers Market Fund

Guidelines 2025/26



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## Book Publishers Market Fund Guidelines 2025/26

This program provides financial support for B.C. book publishers to attend select book fairs, conferences and events for the purpose of promoting their publishing catalogue in both foreign and domestic markets, expanding business opportunities through foreign and subsidiary rights sales as well as supporting the development of marketing materials and/or campaigns. Companies will be allotted up to \$10,000 per fiscal year (April 1 to March 31), for activities that meet the standards and program objectives and deemed eligible by Creative BC.

Applications will be evaluated on a first come, first served basis until the budget has been fully committed for the fiscal year.

### Aims + Objectives

- Provide financial support for B.C. book publishers to attend select book fairs, conferences and events for the purpose of promoting their publishing catalogue in both foreign and domestic markets; and
- Expand business opportunities through foreign and subsidiary rights sales; and
- Support the development of marketing materials and/or campaigns.

### Applicant Eligibility

Applicants must meet the following requirements to apply:

- Active (voting and associate) members of Books BC; or publishing companies who:
- Received funding from the Canada Book Fund, the BC Arts Council Operating Assistance Program for Book Publishers, or BC Arts Council Project Assistance for Book Publishers in the most recently completed fiscal year; and
- Have been a legally registered corporate entity, company, or society in B.C. or federally incorporated company with its head office in B.C., for at least one year;
- Are managed and financially controlled by B.C. residents\* (who own at least 75% of the company); and
- The principals, directors, officers and shareholders of the applicant company are in good standing (i.e. not in default) with Creative BC.

### Financial Participation

Creative BC will provide financial assistance to help offset registration, travel and accommodation costs to events and eligible marketing activities. Creative BC's contribution must not exceed final approved eligible costs. Creative BC reserves the right to reduce the award following review of the final costs. If the publisher should receive complimentary conference registration or travel from the market organizers, those amounts are outside of the final reportable eligible costs. You may only include cash expenses for which a receipt can be provided.

### Eligible Costs

For the fiscal year 2025/26 publishers approved in the Market Expansion Fund program will be eligible for up to \$10,000 in funding across two activities: Marketing and Conferences/Fairs.

Publishers may apply for any combination of the following:

| Activity          | Creative BC Maximum Contribution                                                                         | Publisher Minimum Contribution |
|-------------------|----------------------------------------------------------------------------------------------------------|--------------------------------|
| Marketing         | 75% of eligible expenses, to a maximum of the total amount awarded                                       | 25%                            |
| Fairs/conferences | 75% of eligible expenses, to a maximum of \$1,500 per domestic event and \$2,250 per international event | 25%                            |

## Travel

Publishers are eligible for support for up to six fairs and events. A maximum of two delegate(s) per company may be supported for an individual event. Delegates should have applicable experience to represent the publisher at each event and must be B.C. residents.

Creative BC has identified the domestic and international book fairs/event sites that are eligible for assistance. For more information, please refer to the [Event List](#). Events that fall within the Creative BC fiscal year of April 1, 2025, to March 31, 2026, will be supported. Applications will be accepted that include attendance at events retroactive to the fiscal year start of April 1, 2025.

Approval from Creative BC will be required to deem the event an eligible book fair/event site supported by this program. It is recommended that the publisher reach out to Creative BC prior to submitting their application to determine whether the additional events will be deemed eligible.

Each domestic (located in Canada) event has a maximum participation from Creative BC of \$1,500 (75% of \$2,000), and each international event has a maximum participation from Creative BC of \$2,250 (75% of \$3,000) representing no more than 75% of the applicant's final cash expenditures to attend.

For example, if the applicant spends \$2,000 at a domestic event, then Creative BC's contribution will be \$1,500. If the applicant spends over \$2,000, our contribution will remain at \$1,500. Should the applicant spend less than \$2,000 at a domestic event, Creative BC's contribution will equal 75% of the final cash expenditures to attend (i.e. If the applicant spends \$1,500, Creative BC's contribution will be \$1,125).

The following items are considered eligible Travel expenses:

- Per diem - \$60 per day in Canada, \$80 per day outside Canada;
- Accommodation – up to \$300 per night;
- Registration fees (if applicable);
- Booth costs (if applicable);
- Books/collateral shipping costs (if applicable);
- Return airfare (based on economy fare);
- Ground transportation (ride share, rental car, vehicle fuel costs, taxi, shuttle bus, transit costs, etc.);
- Design and printing of marketing materials, payable to third parties (e.g. brochures, etc.), capped at no more than 20% of the approved direct travel costs; and
- Overhead allowance, capped at a maximum of 10% of the approved direct travel costs (to cover related long distance, in-house photocopying, courier costs and administrative expenses).

## Marketing

Applicants may use the total amount awarded from Creative BC towards a Marketing plan or campaign. The Marketing collateral does not need to be associated with a specific book fair or event. Creative BC will contribute a maximum of 75% of costs associated with the following, but not limited to:

- book/imprint launches;
- creation of additional marketing tools and/or materials;
- enhanced advertising and co-op programs;
- specialized catalogues and mailings;
- purchase of advertising in international publications, newsletters and websites;
- backlist promotions;
- re-launch/re-brand activities;
- redesign/upgrade of website to include shopping cart for direct consumer purchases;
- author podcasts, videos, webcasts;
- digital rights management;
- interactive game based on book content;
- search optimization of titles and/or catalog;
- digitization of backlist for institutional and library sales;
- original content in digital format, or bundled packaging of certain books or
- genres for exploitation on digital platforms;
- exploration of alternate sales channels;
- research and development of a digital transformation strategy/business plan; and
- social media marketing (and or influencer partnership).

## Application Procedures

As part of the application, the publisher will be required to submit the following items:

- If not, a Books BC voting or associate member, a funding agreement in 2024-2025 with the Canada Book Fund, the BC Arts Council Operating Assistance Program for Book Publishers, or BC Arts Council Project Assistance for Book Publishers;
- Information about the books that the publisher will be presenting at the events or a digital copy of the publisher's two most recent sales catalogues, and/or the current rights catalogue;
- A slate of events the applicant would like to attend (minimum 3);
- Company profile;
- Names, titles, and brief biographies (i.e. 3 sentences) for the individual delegate(s) that will be representing the applicant at the event(s).

## Substitution or Cancellation of Events

Creative BC recognizes that adjustments to a participating company's activities may be required due to external pressures and unforeseen circumstances. We ask that applicants provide Creative BC with a slate of book fairs and conferences (events) they would like to attend. For example, if the applicant provides a list of 6 events and 3 cannot be attended, there are still 3 events they may attend. The

applicant does not have to commit to every event on their slate, however, once the list is approved, the applicant may attend any combination of events on their slate.

Events not on the applicant's slate will require approval, and failure to obtain approval prior to attending the event may result in the event not being funded. Funding will not be increased after a commitment is made, only reduced if the applicant did not attend the event indicated in their application and did not attend another approved event in its place.

## Terms of Funding

### Advance of Funds

The advance of funds (the "Advance") is non recoupable (except as noted below under Forfeiture and Default and within the Agreement) and will be released through one drawdown if the Creative BC commitment is \$5,000 or less; and if the Creative BC commitment is over \$5,000, over two drawdowns (75% and 25% of the Advance, respectively), according to the conditions laid out in the Agreement.

### Respectful Workplace + Client and Partner Code of Conduct

As a catalyst for, and investor in B.C.'s creative industries, Creative BC is committed to supporting a healthy ecosystem that thrives in a culture of mutual respect, dignity and inclusivity that is free from any form of harassment, discrimination, and violence. All companies that work with, or seek funding from, Creative BC are expected to adhere to [Creative BC's Code of Conduct for Clients, Partners, and Stakeholders](#), implement policies and procedures for a harassment-free workplace, and comply with relevant laws. Creative BC is a signatory of the [Creative Industries Code](#) and expects all applicants, recipients, and partners to also adhere to this Code of Conduct. [Learn more](#).

### Forfeiture and Default

A completion date is noted on the Agreement by which all deliverables will be submitted. Should all materials not be provided by the completion date, the eligible applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

Should an eligible applicant be placed in default- according to the terms of the Agreement, this limits the applicant, its principals and any parent or subsidiary companies from accessing further funding from Creative BC. In addition, Creative BC reserves the right to request immediate repayment of any funds advanced.

## Questions?

If you have any questions about eligibility, or require additional support to submit your application, please contact:

### Christine Larsen

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