

## **DirectRooms.com – Attend the Manila International Book Fair between 15 and 19 September 2010**

*DirectRooms.com is pleased to announce the Manila International Book Fair for 2010. This year the event will be held between the 15th and the 19th September at the SMX Convention Centre in the Mall of Asia Complex at Pasay City, Metro Manila in the Philippines.*

Held in Exhibit Halls 1-4 and containing one of the largest book collections in Asia, the event is organised by Primetrade Asia; the Asian Catholic Communicators, the Book Development Association of the Philippines, the Philippine Booksellers Association and the Publisher's Representatives Organization of the Philippines.

The event itself will be promoted by a completely interactive visual promotion campaign that gets the visitor up close and personal with the event itself, and there are a number of advertisements in local newspapers, magazines and on radio and TV shows. The event will be a combination of exhibitions and sponsors who are all here for one thing: to promote education and fun for kids of all ages; with book launchings, seminars, writing workshops, quizzes and competitions as well as videos and other fun. There will be a number of exhibitors ranging from publishers to libraries, educational facilities, churches and more, with well over 100 different companies and organizations represented.

According to Lek Boonlert, Head of Marketing at DirectRooms.com, "This is the best time of the year to book a cheap Manila hotel, because you can combine education with your hotel experience and walk away from the Philippines a more knowledgeable person because of it."

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### About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

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### Keywords

[cheap Manila hotel](#)

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