



Welcome to the Boston Book Festival!

We invite you to join us on Saturday, October 16, 2010 for the second annual Boston Book Festival, a free day-long event for all ages that features presentations by more than 100 world-renowned authors and presenters in the historic Boston Public Library, Trinity Church, Old South Church, and John Hancock Hall and a lively street fair in beautiful Copley Square.

The Boston Book Festival celebrates the power of words to stimulate, agitate, unite, delight and inspire. Whatever your preferred genre – biographies or graphic novels, literary fiction or cookbooks, history or sports writing – you'll find noteworthy authors and thinkers. Whatever your preferred delivery method – paperback or paperless, library or Google, fragrant first edition or electronic download – you'll find lively debate. Join us for a day spotlighting creativity, ideas and the power of words – all the things we Bostonians value most (besides the Red Sox and Patriots, of course!).

Advertised and promoted throughout New England, Boston Book Festival 2009 enjoyed more than 12,000 visitors in its inaugural year with attendance expected to double in 2010. Easy to get to by public transportation and by car, Copley Square is ideally situated by a terrific transportation system with subway lines and parking garages only steps away and Amtrak and Greyhound terminals nearby.

Please find Boston Book Festival 2010 Exhibitor information and pricing outlined on the following pages. Full payment is due with your completed Registration Form. Your registration will be confirmed within 30 days of receiving your completed form and payment.

We look forward to you joining us for this exciting event. If you have any questions, please email [emily@bostonbookfest.org](mailto:emily@bostonbookfest.org) or call (617) 252-3249.

Best,

A handwritten signature in black ink that reads "Emily D. Pardo". The signature is written in a cursive, flowing style.

Emily D'Amour Pardo  
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# Boston Book Festival 2010 Exhibitor Information

The 2<sup>nd</sup> annual Boston Book Festival: Saturday, October 16, 2010 from 10am-6pm

## Exhibitor Full Package

- 100 square foot site (10' x 10') (some larger booths available, additional charges apply)
- one tent with sidewalls for site (exhibitors may not bring and use their own tent/canopy)
- one 8 foot table with 2 chairs per site
- one booth identification sign
- one exhibitor listing in BBF program and on BBF website with link
- access to more than 20,000 potential customers

## Eligible Exhibitors

- Bookseller
- Publisher
- Author (we regret that we cannot accept applications from self-published authors)
- Literary/book-themed products vendor (i.e. journals, pens/writing implements, magazines, stationary)
- Literary-oriented program or resource
- Non-profit/cultural organization (must have a strong literary/book-themed element as part of the display)

*NOTE: non-book related commercial space is reserved for sponsors. Through their generosity, we are able to keep the Boston Book Festival free and open to the public.*

## Standard Registration Fees

- Retail, merchandise, major publishers, chain bookstores, etc ..... \$650
- Independent presses, independent booksellers, authors ..... \$450
- Non-profit/cultural organizations, BBF Partners and literary journals/magazines ..... \$400
- Shared booth (no more than two exhibitors may share a booth) ..... \$450
- Extra table(s) for your booth may be rented ..... \$15
- Extra chair(s) for your booth may be rented ..... \$3

## Registration Deadlines

Early Registration Discounted Fee: Subtract \$75 per booth (through May 31, 2010)

Standard Registration Fee: June 1 – Aug. 15, 2010

Late Registration Fee: Add \$100 per booth (from Aug. 16 – Sept. 15, 2010)  
*(No registrations accepted after September 15, 2010)*

Cancellation Fee: 50% through August 31, 2010  
No refunds for cancellations after August 31, 2010.  
**All cancellations must be submitted in writing.**

**NOTES:**

- Space is limited. Applications are processed on a first come, first served basis. Once all booth spaces have been filled, late registrants who still wish to participate may choose to join the exhibitor waiting list. Those on the waiting list will be notified as to whether or not they can be accommodated at Boston Book Festival 2010 by Friday, October 8<sup>th</sup>.
- Exhibitors must keep their booth open and staffed from 10:00 a.m. – 6:00 p.m. on Saturday, October 16, 2010, rain or shine. Exhibitors who do not show up, are not set up by 10:00 a.m. or who vacate their booth early, will be prohibited from exhibiting at future Boston Book Festivals.
- Although booth assignments are made at the sole discretion of the Boston Book Festival, we will do our best to accommodate special requests. Please note any special needs or requests on your exhibitor registration. It is however, logistically impossible to honor all requests.
- We regret that we cannot accept applications from self-published authors.
- Exhibitors may not re-sell, share with an unaccepted exhibitor, or sub-let any portion of their space. Any violation of these stipulations by exhibitors will result in expulsion from the festival and a fee refund will not be given.
- The Boston Book Festival will take place rain or shine. Refunds will not be issued due to inclement weather. There is no guarantee that exhibitors will be moved inside in the event of rain.

# Boston Book Festival 2010 Exhibitor Registration Form

## Exhibitor Information:

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Social Security Number or Fed Tax I.D. #: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

E-mail: \_\_\_\_\_

Day-of on-site contact name and cell: \_\_\_\_\_

Company name as it should appear on booth identification sign: (< 30 characters including spaces)

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One sentence description of company: \_\_\_\_\_

\_\_\_\_\_

Indicate which category best describes you or your company/organization:

Bookseller

Publisher

Author (we regret that we cannot accept applications from self-published authors)

Literary/book-themed products vendor (i.e. journals, pens/writing implements, magazines, stationary)

Literary-oriented program or resource

Non-profit or cultural organization (must have a strong literary/book-themed element as part of the display)

Other (please specify) \_\_\_\_\_

## Complete only if sharing a booth:

Name of partnering company: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_ Phone: \_\_\_\_\_

Company name as it should appear on booth identification sign: (< 30 characters including spaces)

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One sentence description of partnering company: \_\_\_\_\_

\_\_\_\_\_

# Boston Book Festival 2010 Exhibitor Registration Form

Genre of books/materials you plan to sell/distribute (check all that apply):

- |   |   |
|---|---|
| <input type="checkbox"/> Arts related                 | <input type="checkbox"/> Magazine         |
| <input type="checkbox"/> Biographical                 | <input type="checkbox"/> Mystery          |
| <input type="checkbox"/> Children/Young Adult         | <input type="checkbox"/> Non-Fiction      |
| <input type="checkbox"/> Comic                        | <input type="checkbox"/> Paper/Stationary |
| <input type="checkbox"/> Contemporary                 | <input type="checkbox"/> Poetry           |
| <input type="checkbox"/> Cookbook                     | <input type="checkbox"/> Political        |
| <input type="checkbox"/> Discount & Remainders        | <input type="checkbox"/> Sci-Fi           |
| <input type="checkbox"/> Educational                  | <input type="checkbox"/> Self-Help        |
| <input type="checkbox"/> Fantasy                      | <input type="checkbox"/> Spiritual        |
| <input type="checkbox"/> Fiction                      | <input type="checkbox"/> Urban            |
| <input type="checkbox"/> History                      | <input type="checkbox"/> Writing Tools    |
| <input type="checkbox"/> Informative                  | <input type="checkbox"/> All of the Above |
| <input type="checkbox"/> Literary Apparel/Accessories |   |
| <input type="checkbox"/> Other (please specify) _____ |   |

As a Boston Book Festival 2010 exhibitor, what do you plan to distribute, sell and/or promote:

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If you are a cultural organization, please explain your literary-themed element (make your own bookmark, display a library of books on your organization's cause, etc.)

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How do you plan to promote your appearance at and participation in Boston Book Festival 2010:

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# Boston Book Festival 2010 Exhibitor Registration Form

Company name: \_\_\_\_\_

Check your category:

Bookseller

Publisher

Author (we regret that we cannot accept applications from self-published authors)

Literary/book-themed products vendor

Literary-oriented program or resource

Non-profit or cultural organization

Other (please specify) \_\_\_\_\_

Please check one:  Exhibitor Full Package  Exhibitor Shared Package

## Credit card for payment of registration fees (check appropriate box):

Visa: \_\_\_\_\_ MasterCard: \_\_\_\_\_ American Express: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature required: \_\_\_\_\_

Number of booths (Maximum 2 booths, unless authorized by BBF): \_\_\_\_\_

Booth fee (Subtract \$75 per booth if registering before May 31, 2010): \$ \_\_\_\_\_

Late fee (Add \$100 per booth if registering after August 15, 2010): \$ \_\_\_\_\_

Number of extra table(s) \_\_\_\_\_ (\$15 each)      Number of extra chair(s) \_\_\_\_\_ (\$3 each)

Total fees \$ \_\_\_\_\_

## Agreement:

I agree to the terms set forth in this application and acknowledge receipt of the Boston Book Festival Exhibitor Agreement ("Agreement"). I have read the "Agreement" and agree to be bound by these terms.

Print name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Title/Company \_\_\_\_\_

**Credit card payments only can be faxed to: (617) 252-3255**

**Make checks payable and mail to:**

**Boston Book Festival  
2 Canal Park  
Cambridge, MA 02141**

# **Boston Book Festival 2010 Exhibitor Agreement**

This agreement sets forth the mutual understanding and commitments between Boston Book Festival, Inc., ("BBF") and the Exhibitor, whose legal name and address appear on the Boston Book Festival 2010 Exhibitor Registration form, regarding the Exhibitor's participation in the Boston Book Festival to be held on Saturday, October 16, 2010.

In consideration of BBF allowing Exhibitor to participate as an exhibitor in the Boston Book Festival 2010 ("Festival") and providing the Exhibitor Package as detailed in the Exhibitor Registration form, Exhibitor agrees and acknowledges as follows:

## **Exhibitor's Participation in the Boston Book Festival**

- 1) Applications for the Boston Book Festival are considered on a first-come, first served basis based upon the receipt of a complete application and payment. Boston Book Festival, Inc. reserves the right, in its sole discretion, to refuse participation in the festival to any applicant for any or no reason.
- 2) Exhibitor agrees that it will maintain its booth open to the public between 10:00 a.m. and 6:00 p.m. on Saturday, October 16, 2010 and will neither open its booth late nor close the booth early on that day.
- 3) Exhibitor shall be allowed access to its assigned exhibition booth ("Booth") beginning at 7:00 a.m., local time, on Saturday, October 16, 2010. Exhibitor acknowledges and agrees that it shall have completed all set-up activities relating to its Booth by 10 a.m., local time, Saturday, October 16, 2010, and shall remove all persons and material from the Booth by no later than 11 p.m., local time, on Saturday October 16, 2010.
- 4) Set-up, staffing, equipment operation, and security for the Booth will be procured and arranged for by Exhibitor at its sole cost. Utility services, including electricity, may be provided by BBF upon request at an additional cost to Exhibitor. Exhibitor acknowledges that BBF shall not be responsible for lost, damaged, or stolen merchandise.
- 5) BBF will coordinate and secure at its sole cost certain basic government permits needed to operate the Boston Book Festival 2010. The Exhibitor shall notify BBF of all of its permit requirements, including without limitation, temporary health and fire permits, no later than 30 days in advance of the Boston Book Festival 2010. The acquisition of any additional permits that are required by Exhibitor will be coordinated by BBF and such permits will be secured at Exhibitor's sole cost.
- 6) The Booth shall at all times be under the charge and control of BBF, whose duly authorized representatives shall have the right to enter the Booth at any time, provided such entry does not interfere with Exhibitor's use. BBF shall have the right to refuse entrance to, or remove and eject from the Booth and surrounding area, any person associated with Exhibitor or present at the Booth whose conduct is objectionable, disorderly, disruptive, or in violation of any law.
- 7) Exhibitor shall pay the actual cost to replace, repair and/or restore, any defacement or damage to the Booth (ordinary wear and tear excepted) caused by Exhibitor, its agents,

employees, or invitees. Payment shall be made within thirty (30) days of written demand by BBF.

8) Any equipment or personal property belonging to Exhibitor or its agents, servants, employees, contractors, invitees, patrons, and guests, which remains in the Booth after the expiration of the time period provided in Section 3 above, shall be deemed abandoned and may be disposed of by BBF at Exhibitor's sole expense.

9) Exhibitor acknowledges that the Festival events on Saturday October 16, 2010 will take place rain or shine. Certain Festival events take place outdoors in Copley Plaza. Exhibitor acknowledges that BBF is required by the City of Boston to cancel outdoor activities only in the case of lightning. If lightning does occur, BBF will use commercially reasonable efforts to accommodate Exhibitor in an alternate indoor location. However, BBF does not guarantee that such accommodations will be made. In no event will BBF refund Exhibitor's registration fee.

### **Limitations of Liability**

1) Exhibitor shall indemnify, defend and hold harmless Boston Book Festival, Inc., the City of Boston, the Boston Department of Parks and Recreation, Festival sponsors and the employees, representatives and agents of each from claims, liabilities, costs and charges (including attorneys' fees and costs) for injury, loss or damage to property or persons (including death) arising out of Exhibitor's activities in connection with the Festival, or any breach of representation, warranty or covenant in this agreement.

2) Boston Book Festival, Inc., the City of Boston, the Boston Department of Parks and Recreation, Festival sponsors and the employees, representatives and agents shall not be liable for any claims, liabilities, costs and charges arising out of any injury, loss or damage to the person or property of the Exhibitor, its employees, representatives and/or agents, except to the extent arising out of the sole negligence of Boston Book Festival, Inc., the City of Boston, the Boston Department of Parks and Recreation, Festival sponsors.

4) Exhibitor acknowledges and agrees that it is solely liable for any and all sales tax or other taxes, fees and assessments required by applicable federal, state or local law in connection with Exhibitor's participation in the Festival. Exhibitor shall provide Boston Book Festival, Inc. with all requested documentation to evidence Exhibitor's compliance with all applicable tax laws and rules.

5) This agreement shall be governed by the laws of the Commonwealth of Massachusetts.

### **Acknowledgement**

Print name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Title/Company \_\_\_\_\_

Exhibitor acknowledges that execution of the Exhibitor Registration Form binds Exhibitor to the terms of this Boston Book Festival 2010 Exhibitor Agreement.