

BOSTON BOOK FESTIVAL

Wednesday, June 24, 2009

Welcome to the Boston Book Festival!

We invite you to join us on Saturday, October 24, 2009 for the inaugural Boston Book Festival, a day-long event that features presentations by more than fifty renowned authors in the historic Boston Public Library, Trinity Church, and Old South Church 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!) Finally, an event for Boston book lovers of all ages in the heart of downtown.

Advertised and promoted throughout New England, the Boston Book Festival anticipates crowds of 8,000-10,000. Easy to get to by public transportation and by car, Copley Square is steps away from subway lines and is convenient to nearby Amtrak and Greyhound terminals. Discounted parking will be available at the Prudential Center Garage.

Please find Boston Book Festival 2009 Exhibitor information and pricing outlined on the following page. 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 or call (617) 252-3249.

Best,

Emily D'Amour Pardo
Executive Director
Boston Book Festival, Inc.
2 Canal Park / Cambridge, MA 02141
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e: emily@bostonbookfest.org / w: bostonbookfest.org

Boston Book Festival 2009 is presented by
State Street Corporation.

Boston Book Festival 2009 Exhibitor Information

Exhibitor Full Package

- 100 square foot site (10' x 10') (larger booths available on first-come, first-served basis, additional charges apply)
- one canopy for site
- one 8 foot table with 2 chairs per site
- one booth identification sign
- one exhibitor listing in BBF program

Standard Registration Fee

- Retail, merchandise, etc..... \$700
- Independent Presses, Bookstores and Book-related vendors \$550
- Non-Profit Organizations, Book Festival Partners and Literary Magazines \$500
- Shared booth with canopy (no more than two exhibitors may share a booth) \$500
- Extra table for your booth may be rented \$25

No more than two exhibitors may share a booth. The festival will accept only one application per booth. That applicant must designate the company with whom they are sharing the booth and assume the full payment for the booth.

Please note: exhibitors may not bring and use their own canopy.

Early Registration Discounted Fee: Subtract \$50 per booth (from July 1 – August 1, 2009).

Standard Registration Fee: August 2 – September 15, 2009

Late Registration Fee: Add \$100 per booth (September 16 – October 1, 2009)
(No registrations accepted after October 1, 2009.)

Cancellation Fee: 50% through September 1, 2009.
No refunds for cancellations after September 1, 2009.
All cancellations must be submitted in writing.

Space is limited. Applications are processed on a first come, first served basis. Placement of exhibitors in Copley Square is determined solely by festival organizers. We regret that we cannot accept applications from self-published authors.

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 2009 Exhibitor Registration Form

Exhibitor Information:

Company name: _____

Contact person: _____

Address: _____

City: _____ State: _____ Zip: _____

Social Security Number or Fed Tax I.D. #: _____

Phone: _____ Fax: _____

E-mail: _____

Website address: _____

Person in charge of booth: _____

Company name as it should appear on booth identification sign, in program and on website:

One sentence description of company: _____

Vendor Identification: Children's Book Publisher or Bookstore Literary Organization

Independent or Major Publisher Bookstore Other _____

Complete only for shared booth:

Name of partnering company: _____

E-mail: _____

Address: _____

Website: _____ Phone: _____

Company name as it should appear on booth identification sign, in program and on website:

One sentence description of partnering company: _____

Boston Book Festival 2009 Exhibitor Registration Form

Company name: _____

Check your category:

Major publisher

National bookstore chain

Independent press/literary magazine

Independent bookstore

Other (please specify) _____

Please check one: Exhibitor Full Package Exhibitor Shared Package

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

Visa: _____ MasterCard: _____ (We do not accept other credit cards)

Card number: _____ Expiration date: _____

Signature required: _____

Booth fee (Subtract \$50 per booth from July 1 – August 1, 2009): \$ _____

Number of booths (Maximum 2 booths): _____

Late fee (if registering after September 15th add \$100) \$ _____

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 2009 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 2009 Exhibitor Registration form, regarding the Exhibitor's participation in the Boston Book Festival to be held on Saturday, October 24, 2009.

In consideration of BBF allowing Exhibitor to participate as an exhibitor in the Boston Book Festival 2009 ("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 5:30 p.m. on Saturday, October 24, 2009 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 on Friday, October 23, 2009, exact time to be determined by BBF in its sole discretion. 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 24, 2009, and shall remove all persons and material from the Booth by no later than 11 p.m., local time, on Saturday October 24, 2009.
- 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 2009. 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 2009. 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 24, 2009 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., State Street Corporation, 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., State Street Corporation, 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., State Street Corporation, the City of Boston, the Boston Department of Parks and Recreation, Festival sponsors.
- 3) Exhibitor shall, at its sole cost and expense, procure and maintain the following insurance. At a minimum, such insurance coverage shall be in effect during the entirety of the Boston Book Festival 2009. Exhibitor shall deliver certificates of insurance evidencing the following coverage and endorsements no less than thirty (30) days prior to commencement of the Boston Book Festival 2009:

Commercial General Liability policy with coverage as broad as ISO CG 00 01 in the occurrence form providing coverage against claims for bodily injury or death and property damage occurring in or upon or resulting from Exhibitor's use or occupancy of the Booth and endorsed to include non-owned and hired automobile liability coverage (if Exhibitor does not maintain owned automobile liability coverage). Such insurance shall be primary and not require contribution from any of the additional insured's other insurances coverages, and shall afford immediate defense and indemnification, as named additional insured, to Boston Book Festival, Inc., to the limit of not less than one millions dollars (\$1,000,000);

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 2009 Exhibitor Agreement.