



October 26-27, 2019

Exhibitor Application and Contract

**To expedite your application, sign up online at texasbookfestival.org/exhibitors/*

Join the Texas Book Festival as we celebrate our 24th Annual Festival to be held in and around the Capitol grounds in Austin, Texas, on October 26 and 27, 2019. The Texas Book Festival connects authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. The two-day Festival is a gift to the state of Texas, free and open to the public, bringing books to life through author readings, innovative panel discussions, demonstrations, and book signings. Advertised and promoted nationally, the Texas Book Festival attracts 50,000 attendees. The Festival offers exhibitors a great opportunity to showcase their products and/or services to this large audience of book lovers.

Application Instructions

We will be handling exhibitor applications a little differently this year! Due to increased interest in our exhibitor space over the past few years, we will now require all exhibitors to first send in an application to be reviewed by a selection committee. The committee will accept applicants on a rolling basis, and upon acceptance, applicants will be provided with the payment link or instructions to send a check. We do not accept cash as form of payment.

EXHIBITOR OPPORTUNITIES

STANDARD EXHIBITOR BOOTH

- \$825.00: Early Registration Discounted Fee, prior to May 24, 2019
 - \$725.00: Early Registration Discounted Fee, *each additional booth*, prior to May 24, 2019
- \$925.00: Standard Registration Fee, May 24, 2019 through September 20, 2019
 - \$825.00 Standard Registration Fee, *each additional booth*, May 24, 2019 through September 20, 2019
- \$1,025.00: Late Registration Fee, September 20, 2019 through October 11, 2019
 - \$925.00: Late Registration Fee, *each additional booth*, September 20, 2019 through October 11, 2019



Booth fee includes:

- 10'x10' booth space within a large tent
- One 8' covered/skirted table with two chairs
- One identification sign in booth
- One parking pass
- One exhibitor listing in Festival publication
- One exhibitor listing on Festival website
- Access to electricity

NON-PROFIT BOOTH

- \$525.00: Registration Fee

Note there is no early registration discount for non-profit booths. If you are a non-profit, you must submit a copy of your 501(c)3 status certification with your application and payment. Limited availability.

Booth fee includes:

- 10'x10' booth space within a large tent
- One 8' covered/skirted table with two chairs
- One identification sign in booth
- One parking pass
- One exhibitor listing in Festival publication
- One exhibitor listing on Festival website
- Access to electricity

OPEN PAVILION EXHIBITOR TABLE

\$475.00: Registration Fee

Note there is no early registration discount for open pavilion exhibitor tables. Limited to indie authors, indie presses, and non-profits with limited budgets. Limited availability. Exhibitor table will be grouped with other tables under an open-style pavilion tent with no sides.

Table fee includes:

- One 6' covered/skirted table with two chairs
- One identification sign on table
- One parking pass
- One exhibitor listing in Festival publication
- One exhibitor listing on Festival website
- NO access to electricity with this option
- NO walls on tent sides – topped tent only

Cancellation Fee: 50% through September 6, 2019. No cancellations or refunds after September 6, 2019. The Texas Book Festival will take place rain or shine. Refunds will not be issued due to inclement weather.

EXHIBITOR INFORMATION:

Company/Organization _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip Code _____

E-mail Address _____ Federal Tax I.D. Number _____

Phone _____ Cell _____

Check category: Publisher National Bookstore Chain Non-profit Organization

Author Independent Press/ Literary Magazine

Independent Bookstore Other _____

Description of business/organization: _____

Company name(s) to appear on booth/table sign: _____

Two exhibitors may share a booth or table. The Festival will accept only one application per booth or table.

That application must designate the company with whom they are sharing the booth or table, and assume full payment for the booth or table. Complete the section below *only* if you are sharing a booth/table.

Name of Partnering Company/Organization _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip Code _____

E-mail Address _____ Federal Tax I.D. Number _____

Phone _____ Cell _____

APPLICATION SUBMISSION OPTIONS:

MAIL. Mail completed application to: Texas Book Festival, Attention: Exhibitor Applications, 1023 Springdale Road, Building 14, Suite B, Austin TX 78721.

E-MAIL. Scan and e-mail completed application to: Debra Saleny, debra@texasbookfestival.org.

2019 TEXAS BOOK FESTIVAL INFORMATION & REGULATIONS

TBF (Texas Book Festival) has selected **Turnkey Event Rental** and Tradeshow Express to serve as the independent contractors to provide services and equipment to exhibitors. Complete information concerning equipment and services that the exhibitors may purchase or rent will be included in the exhibitor's information kit that each exhibitor will receive in late September. Turnkey Event Rental and Tradeshow Express will maintain an exhibitor's service center on site to facilitate service requests from exhibitors.

Care of Exhibit Space

TBF will arrange for cleaning of aisles and removal of trash from large receptacles at the end of each tent. The exhibitor will keep their booth or table space in a neat and professional manner and appearance. Handwritten signs are not permitted. Overflowing trash should not be visible within your booth. Fire Department safety regulations require that aisles be kept clear at all times. Decorations, signs, banners, etc. may not be fastened to tents and other structures. The Exhibit area is a non-smoking area; smoking is NOT allowed in any exhibitor tents, or within 15' of any TBF tents or structures. No possession or consumption of alcohol is allowed on Festival grounds. Exhibitors who leave an exorbitant amount of trash in their booth/table space at move-out will be billed for excessive clean-up.

PLEASE DO NOT leaflet or distribute products in the aisles, near the doors or outside of the exhibitor tents, or on festival grounds. Exhibitors must remain within their booth or table space. Mascots cannot roam the festival grounds.

Helium Balloons

Due to safety issues created with the use of helium tanks, and a fee to retrieve balloons from trees near and on State Capitol grounds, helium balloons are not allowed at the Festival.

Dogs

Dogs and other pets that are part of a display must be fully vaccinated. No aggressive dogs allowed. All pets must be leashed and in complete control by the owner at all times. Owners accept full responsibility for the safety of their pets and all visitors.

Operating and Vacating Hours

Each exhibitor will maintain and operate their booth or table between 10 a.m. and 5 p.m. on Saturday, October 26, 2019 and 11 a.m. and 5 p.m. on Sunday, October 27, 2019. The exhibitor will remove all contents of booths no earlier than 5 p.m. and no later than 7 p.m. on Sunday, October 27, 2019, except for boxed materials to be shipped at the exhibitor's cost arranged prior to the Festival. **The exhibitor agrees that no Festival titles shall be sold.** Other titles by Festival authors are permitted. Any exhibitor who has not occupied the booth or table by 10:00 a.m. Saturday, October 26, 2019 forfeits the use of that space, no refund available.

Subletting of Space

The exhibitor shall not assign or sublet any space allotted to the exhibitor and shall not advertise or display goods other than those sold by such exhibitor in the regular course of its business. The space assigned to the exhibitor is for its own exclusive use and may be used only for the display and sale of its goods and services.

Cancellation and Refund Policy

All cancellations must be made in writing to TBF. 50% refunds will be honored on cancellations received by or before 5 p.m. (CST) on Friday, September 6, 2019. **No refunds will be given after Friday, September 6, 2019.**

Liability

The exhibitor assumes the risk of loss and all liability for any damages, liability, or expenses, arising from, out of or by reason of the exhibitor's occupancy and use of the exhibition premises, or any part thereof. The exhibitor shall at all times protect, indemnify, save, and keep harmless TBF from any damage, liability or expense arising from or out of any loss or injury to any property or person, including the exhibitor, its agents, sponsors, employees, and business invitees, which arise from or out of or by reason of the exhibitor's occupancy and use of the exhibition premises or any part thereof. The exhibitor is encouraged to insure itself against property loss or damage and against liability for personal injury at its own expense. The Texas Book Festival is not responsible for items left behind at the Festival. All items left behind will be disposed of at 9:00 p.m., Sunday, October 27, 2019.

Security

TBF will furnish security on a 24-hour basis, but the furnishing of security shall not be deemed to imply any liability or acceptance of responsibility on the part of TBF, its volunteers, or representatives, or to modify in any way the assumption of risk and release provided for above. All property of the exhibitor will remain under the exhibitor's custody and control at all times. All containers, packages, and vehicles are subject to inspection.

Sales Tax: If sales or orders are taken at your booth, a Texas Sales Tax Permit is required. The permit can be obtained free of charge by calling the Comptroller's Office at 800-252-5555 or by contacting them in writing at 1711 San Jacinto Blvd., Suite 180, Austin, Texas 78701-1416, (512) 463-4865.

AGREEMENT: By executing this application, I acknowledge receipt of and agreement to be bound by the terms and conditions set forth in this application and in the Texas Book Festival Exhibitor Booth/Table Contract Terms and Conditions on behalf of myself and all parties working in my booth or table space.

Upon receipt of your application, the review committee will determine acceptance of your application and upon approval will notify you by email and process your payment. The Texas Book Festival reserves the right to cancel your participation in the

Festival, and provide a refund. The Texas Book Festival does not accept any responsibility for any expenses incurred in the planning of your participation in the festival if your participation is cancelled or rejected.

Signed _____ Date _____