



October 31 - November 15, 2020 • Virtual Festival

Exhibitor Application

This document is an application only. If approved, you will be notified and sent a payment/final contract.

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

Join the Texas Book Festival as we celebrate our 25th Annual Festival to be held virtually, from October 31 to November 15, 2020. The Texas Book Festival connects authors and readers through experiences that celebrate the culture of literacy, ideas, and imagination. The virtual 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 for 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 contract, link to pay online and instructions on where to send a check. We do not accept cash as a form of payment. Please send your payment by mail or online. Note that you are not confirmed as an exhibitor until we received your payment contract and FULL payment.

EXHIBITOR OPPORTUNITIES (two options):

STANDARD EXHIBITOR LISTING

\$100.00 Registration Fee

Standard Exhibitor Listing Registration fee includes one exhibitor listing on the Festival Exhibitor website, which includes a picture of your choosing and a click through link that will take our attendees to your website. All exhibitor listings will rotate on the Festival Exhibitor website so all listings will be equally represented. Texas Book Festival will need the following assets from you:

- High resolution photograph
- website to link listing image

PREMIER EXHIBITOR LISTING

\$250.00 Registration Fee

Premier Exhibitor Listing Registration fee includes:

- One exhibitor listing on the Festival Exhibitor website, which includes a picture of your choosing and a click through link that will take our attendees to your website
- Highlighting your business in official Texas Book Festival emails
- Spotlighting your business on the Texas Book Festival social media accounts
- Showcasing the exhibitor listing on the Texas Book Festival home page or a specialized banner during a Texas Book Festival session program

All Exhibitor listings on the Texas Book Festival exhibitor website will be active from October 1, 2020 - August 1, 2021. This transaction is non-refundable.

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 Texas Book Festival Exhibitor website: _____

APPLICATION SUBMISSION OPTIONS:

MAIL. Mail completed application to: Texas Book Festival, Attention: Exhibitor Applications, 1023 Springdale Road, Building 14, Suite B, Austin TX 78721. We are not accepting drop off checks to the office at this time.

EMAIL. Scan and email completed application to: Nicole Wielga, nicole@texasbookfestival.org.

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 _____

Printed Name _____