



**28<sup>th</sup> Annual Texas Book Festival • November 11-12, 2023 • Austin, Texas**

## **EXHIBITOR APPLICATION**

*To expedite your application, you may register online at <https://www.texasbookfestival.org/2023-exhibitor-application/>*

Join the Texas Book Festival as we celebrate our 28th Annual Festival to be held in and around the Capitol grounds in Austin, Texas, on November 11-12, 2023. 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 submit an application, providing payment information in advance. The committee will accept applicants on a rolling basis, and upon acceptance, your payment will be processed. A receipt will be sent by email, which confirms your application acceptance. Note that you are not confirmed as an exhibitor until we receive your application, it is approved, and we receive full payment in advance. We will endeavor to respond to all applicants, but if you do not hear from us and are not billed, then you may assume that your application was not selected this year.

### **EXHIBITOR OPPORTUNITIES**

#### **STANDARD EXHIBITOR BOOTH**

Early Registration Discounted Fee, prior to August 11, 2023:

One booth: \$825.00

Two booths: \$1550.00

Standard Registration Fee, August 12, 2023 through September 22, 2023:

One booth: \$925.00

Two booths: \$1750.00

Late Registration Fee, September 23, 2023 through November 10, 2023:

One booth: \$1025.00

Two booths: \$1950.00



#### **Booth fee includes:**

- 10'x10' booth space within a large walled tent; two booths total 10'x20'
- One 8' topped/skirted table with two chairs; two booths include two 8' tables, four chairs
- One identification sign in booth
- One parking pass
- One exhibitor listing in Festival publication and 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. Note that there is limited availability.*

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- One 8' topped/skirted table with two chairs
- One identification sign in booth
- One parking pass
- One exhibitor listing in Festival publication and on Festival website
- Access to electricity

## VIRTUAL MARKETPLACE

\$100.00: Registration Fee

### Virtual Marketplace listing includes:

- One square spot on our virtual marketplace website that links to your website, including a short description provided by the exhibitor

**Cancellation Policy:** If you must cancel your reservation, an email requesting a refund must be sent to the Texas Book Festival, attention Debra Saleny, [debra@texasbookfestival.org](mailto:debra@texasbookfestival.org). Refund terms: 50% through September 8, 2023. 25% between September 9 and September 22, 2023. No refunds after September 23, 2023. The Texas Book Festival will take place rain or shine. Refunds will not be issued due to inclement weather. If the Texas Book Festival is cancelled, all exhibitor fees will be refunded. The Texas Book Festival will follow all public health advice and mandates from Austin Public Health, and will use those guidelines, to make event changes and cancellations. If the Festival changes to virtual, exhibitors will be offered a virtual listing for \$100, and refunded the remainder. Exhibitors may choose a full refund if they do not want a virtual listing.



## EXHIBITOR APPLICATION

(Return this page to the Texas Book Festival)

Company/Organization \_\_\_\_\_

Description of business/organization: \_\_\_\_\_

Company name(s) to appear on booth sign: \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Billing 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 \_\_\_\_\_

## PAYMENT INFORMATION:

☐ Please reserve a total of \_\_\_\_\_ **Standard Booth(s)**. Total due \_\_\_\_\_.

☐ Please reserve one **Non-Profit Booth**. \$525.00 due.

☐ Please reserve one **Virtual Marketplace** listing. \$100.00 due.

*Note that you can have both an in-person booth and a virtual marketplace listing.*

☐ VISA ☐ MasterCard ☐ Discover ☐ AmEx

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Signature (required for credit card transactions) \_\_\_\_\_

☐ Check enclosed. Make check payable to Texas Book Festival. Mail to Texas Book Festival (Attention: Exhibitors), 1023 Springdale Road, Building 14, Suite B, Austin TX 78721. (Do not send cash.)

**AGREEMENT:** By executing this application, I acknowledge receipt of and agree to be bound by the terms and conditions set forth in this application and in the Texas Book Festival Exhibitor Booth Contract Terms and Conditions on behalf of myself and all parties working in my booth. Upon receipt of your application, the review committee will determine acceptance of your application and upon approval will process your payment and will send a receipt of 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 \_\_\_\_\_

**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 and payment information to: Debra Saleny, [debra@texasbookfestival.org](mailto:debra@texasbookfestival.org).

## 2023 TEXAS BOOK FESTIVAL INFORMATION & REGULATIONS

TBF (Texas Book Festival) has selected **Turnkey Event Rental** and A Perfect Star Decorator & Exposition 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 A Perfect Star will maintain an exhibitor's service desk 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 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 of furnishings and equipment 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 a large amount of trash in their booth/table space at move-out will be billed for excessive cleanup.

**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. 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/Pets

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 from 10 a.m. to 5 p.m. on Saturday, November 11, 2023 and 11 a.m. to 5 p.m. on Sunday, November 12, 2023. The exhibitor will remove all contents of booths no earlier than 5 p.m. and no later than 8 p.m. on Sunday, November 12, 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, November 11, 2023 forfeits the use of their booth, 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.

### Liability

The exhibitor assumes the risk of loss and all liability for any damages or expenses arising from exhibitor's occupancy and use of the exhibition premises, or any part thereof for any reason. 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, November 12, 2023.

### 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.