

EXHIBITOR INFORMATION

Bay Area Festivals is an award-winning producer of festivals, fairs and events around the greater San Francisco Bay Area. We are very pleased to introduce our inaugural Bay Area Kids' Book Fair April 16-17, 2016 as part of **National Library Week**.

We are inspired to create this event in the Bay Area by the **Orange County Children's Book Festival**, celebrating its 13th festival in 2016. Our area has a rich history of writers, illustrators, world-renowned educational institutions and innovative technological advances. *Our residents place a high premium on educating and enriching their children.*

Bay Area Kids' Book Fair will have **2 First Editions on 1 weekend:** **Silicon Valley** on Saturday, **April 16**, at Fremont in Sunnyvale and **East Bay** on Sunday, **April 17**, at Acalanes High School in Lafayette.

This is a unique opportunity for **authors, illustrators, publishers, book sellers** and **educational programs** to present themselves directly to upscale audiences in the Bay Area. The Fair will also feature **toys, games** and **comic books**. Other **organizations** and **businesses**

wishing to reach our family-friendly attendees can also apply to exhibit.

Admission is free to the general public.

Bay Area Festivals won several marketing awards from CalFest, the trade organization for California and Nevada fairs and special events. Bay Area KidFest celebrated its Silver Anniversary in 2015 and has been voted **Best Community Event** four consecutive

polls by Claycord.com readers. Besides KidFest, we produce **Camp & School Fairs** around the Bay Area, **Super Holiday Boutiques**, **Oakland Cat Vid Fest**, **Bay Area FamilyFest** and other special events.



Exhibitor Details

Fairs are primarily held inside. All booth dimensions shown on application are for inside spaces. No canopies, pop up tents or 10'x10' frames are allowed indoors.

Limited outdoor spaces are 10' x 10' and it is highly recommended outside booth vendors use a canopy or pop up tent.

Shared vendor spaces must be pre-approved by Bay Area Festivals.

Canopies, Tables and chairs are not included in the exhibitor fee. Vendors can rent canopies, table(s) and chairs. Only advanced pre-paid rental orders are guaranteed. Equipment will not be available to rent at the Book Fair.

Goody Bags are given to 1st 250 families at each Fair. Vendors participating in Goody Bags will also have 50 additional items placed on the **Kid's Book Fair Information Table**.

Priority of acceptance is based on receipt of completed application and payment.

Exhibitors pay a flat fee for your space. **No commission is collected on sales.** Exhibitors are responsible for paying applicable sales tax and providing liability insurance.

Exhibitors can reserve multiple spaces either together or in separate areas of the Book Fair.

Exhibitors must stay within your rented space. You may only exhibit or sell items listed on your application. Walkabout solicitation or "barking" is not permitted.

Book Fair is held rain or shine.

No food or drinks may be sold or sampled in your booth without written permission of Bay Area Festivals and securing necessary permits.

Electricity is limited. If you require electrical service you must note rental fee on application and provide your own 100' electrical cord.

Producer reserves the right to reject any application without prejudice.

All materials either sold or distributed by exhibitors are subject to approval by Bay Area Festivals.

Bay Area Festivals, Fremont Union High School District (Apr. 16) and Acalanes Union High School District (Apr. 17) are not responsible for loss or damage to exhibitor's equipment, materials or merchandise on the Book Fair site.

WHEN & WHERE

Silicon Valley Edition

Saturday, Apr. 16, 2016

10 a.m. – 4 p.m.

Sunnyvale, CA

Fremont H.S., 1279 Sunnyvale-Saratoga Rd., Sunnyvale

East Bay Edition

Sunday, Apr. 17, 2016

10 a.m. – 4p.m.

Lafayette, CA

Acalanes High School, 1200 Pleasant Hill Rd.

WHO

Families with children
2,500+ Estimated Audience

Apply Today

Full payment must accompany application.

Priority Deadline

April 13, 2016

NO REFUNDS WILL BE MADE AFTER MARCH 16, 2016.

\$50 OF APPLICATION FEE IS NON-REFUNDABLE

IF VENDOR CANCELS BEFORE MARCH 16.

Bay Area Kids' Book Fair Contact

Jay Bedecarré • Event Producer

jay@bayareafamilyfest.com • (925) 408-4014

www.BayAreaKidsBookFair.com • Fax (925) 672-9990

Bay Area Festivals, Inc.

573 Mt. Olivet Pl. • Clayton, CA 94517-1609

EXHIBITOR APPLICATION

SATURDAY, APR. 16, 2016 • SILICON VALLEY (SUNNYVALE)

SUNDAY, APR. 17, 2016 • EAST BAY (LAFAYETTE)

www.BayAreaKidsBookFair.com



Business/Organization Name _____
Contact Name(s) _____ California Seller's # _____
Mailing Address _____ City _____ State _____ Zip _____
Business () _____ Mobile () _____ Fax () _____
Email _____ Website _____
Social Media: Facebook.com/ _____ Twitter @ _____
Book(s), products or services we wish to exhibit: _____

We are: ☐ Author ☐ Illustrator ☐ Publisher

☐ Book Seller ☐ Comic Books

☐ Toys/Games ☐ Educational Program

☐ Other _____

We wish to share our vendor space with: _____

*Direct Marketing/Home-Based Business?
Company Name: _____

☐ We would like to do a reading at the Fair

☐ We would like to offer free Fair activity: _____

☐ We prefer to be

☐ Inside ☐ Outside

☐ We need to rent power for: _____

Make check payable to:

Bay Area Festivals, Inc.

Mail to:

Bay Area Kids' Book Fair
573 Mt. Olivet Pl.
Clayton, CA 94517-1609

Fax to: (925) 672-9990

Email: jay@bayareafamilyfest.com

www.BayAreaKidsBookFair.com

Exhibitor Fee* - Table & chairs not included in this fee

All outside booth spaces are 10' x 10'

☐ Silicon Valley - Apr. 16

☐ East Bay - Apr. 17

☐ **Commercial Exhibitor** \$329 for 1 day = \$ _____
6' wide X 6' deep \$499 for 2 days = \$ _____
(Businesses not in publishing, games/toys, education)

☐ **Gold Exhibitor** \$279 for 1 day = \$ _____
12' wide X 6' deep End/Corner Space \$479 for 2 days = \$ _____

☐ **Exhibitor** \$179 for 1 day = \$ _____
6' wide X 6' deep Space \$299 for 2 days = \$ _____

☐ **Non-Profit Organization** \$129 for 1 day = \$ _____
6' wide X 6' deep Space \$239 for 2 days = \$ _____

*Call (925) 408-4014 for special space arrangements.

Optional Rentals (PER DAY)

Electrical Service _____ @ \$10 = \$ _____

Canopy Rental (10'x10' Pop-Up) _____ @ \$100 = \$ _____

6' Table + 2 Chairs _____ @\$15/set = \$ _____

Goody Bag & Info Table

☐ 1 Fair ☐ Sunnyvale ☐ Lafayette
300 inserts ☐ Exhibitor (\$39) ☐ Non-Exhibitor (\$49) \$ _____

☐ 2 Fairs
600 inserts ☐ Exhibitor (\$69) ☐ Non-Exhibitor (\$79) \$ _____

☐ Check ☐ Credit Card **TOTAL ENCLOSED = \$** _____



Name as displayed on card _____

Circle one



Credit Card# _____



Exp Date _____ CSC/CVV/CVC/CID _____ 3 or 4 digit code

I/we acknowledge Bay Area Festivals, Inc., Fremont Union High School District (Apr. 16) and Acalanes Union High School District (Apr. 17) are not responsible for loss or damage to our equipment, materials or merchandise on the Book Fair site. We are responsible for paying applicable sales tax and providing liability insurance.

Exhibitor Signature: _____ **Date:** _____

For Office Use: Date Received _____ Check # _____ Code _____ Amount \$ _____
Date Received _____ Check # _____ Code _____ Amount \$ _____