

Exhibitor Registration Package

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CONTACT INFORMATION		SUBMISSION DATE: _____	
Company or Organization Name * This is the name that will appear in our program guide			
Primary Contact Person	Primary Email		
	Primary Telephone	Primary Fax	
Alternate Contact Person	Alternate Email		
	Alternate Telephone	Alternate Fax	
Mailing Address	City		
	Province	Postal Code	
Website	Social Media		

Would you like to be added to our mailing list? Being on our mailing list means you will be kept up to date on festival details and news for this year's and future festivals.

☐ Yes, please add me to your e-newsletter list ☐ No, please do not add me to your e-newsletter list

Shared Booth Space – An exhibitor may pair with another exhibitor and share the booth or table space. The partner must submit their own separate form in order to have their own blurb.
* Please note that the arrangements for these sharing agreements are made between the sharing exhibitors and are not the responsibility of Word Vancouver.

Name of partner (if applicable)

Free 15-word Blurb (this will appear in the printed Program Guide and on our website www.wordvancouver.ca) * Blurb may be edited for clarity and brevity

Are you interested in having your festival activities listed on our Fresh Sheet? (see page 3 for more details)

☐ Yes, I am interested in being listed on the Fresh Sheet ☐ No, I am not interested in being listed on the Fresh Sheet

Magazine/Newspaper Exhibitors ONLY

☐ Yes, I will be offering a special festival day subscription deal to attendees

Subscription Deal Description:

Help Us Promote the Festival – Promotional materials will be available in early September and are free.

* Please only request the number of items you will actually be able to use.

Number of Posters (11" x 17"): _____ * Singles
 Number of Program Bundles: _____ * One bundle includes 20
 Number of Bookmark Bundles: _____ * One bundle includes 20

* If you want fewer than 20 programs or bookmarks, feel free to pick them up from our office.

We would really appreciate you picking up promo materials from our office.

☐ Yes, I will pick up the promo materials
☐ No, please send them to the address above ☐ No, please send them to the address below:

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PAYMENT CALCULATOR

Instructions: Please fill in the relevant fields below. Prices in the right-hand column will be automatically calculated when filled out online.

Exhibitor Booths * Please see page 4 for Booth descriptions and rates.

Type of Booth(s) _____ (#) of Booths: _____ at \$ _____ \$ _____

Special Request Regarding Booth Placement (eg. prefer perimeter of library or in a tent on Homer Street): _____

NOTE: We will try to accommodate requests wherever possible; however, we reserve the right to assign booth space as required.

Additional Exhibiting Supplies

* Only for additional items. Please see page 4 for a list of items already included with your selected booth type.

* _____ (#) of additional chairs (at \$12.00 each) \$ _____

* _____ (#) 15-amp electrical outlets (at \$175.00 each) \$ _____

NOTE: Electricity is costly and difficult to supply on site. If it is absolutely required, it MUST BE ORDERED IN ADVANCE.

Help Keep the Festival FREE through these Additional Participation Options:

Adopt An Author * Please see page 5 for more details.

_____ (#) of Author Adoptions (at \$100.00 each) \$ _____ * No tax charged

Adopted by: _____ If a gift, in the name of _____

Author's name (if known): _____

Will you pick up your book at the festival?

☐ Yes ☐ No (if no, we will have it signed and sent to you)

Donate to the Word Vancouver Silent Auction

☐ Yes, I am able to donate an item (other than a book) for the Silent Auction
* Please mail to or drop off at our office by September 5

Item Description: _____

Estimated Value: \$ _____

Ad Space in the Program Guide * Please see page 4 for ad sizes and rates. Ad artwork is due by June 27.

Size of ad: _____ at \$ _____ \$ _____

Please make cheques payable to:

The Vancouver Book and Magazine Fair Society

Please complete, sign, and return with full payment to:

Word Vancouver
901 - 207 West Hastings Street
Vancouver, BC V6B 1H7

SUBTOTAL \$ _____

Don't forget to add 5% GST \$ _____

SECOND SUBTOTAL \$ _____

GRAND TOTAL (including author adoption) \$ _____

Exhibitor space at Word Vancouver is limited and available on a first-come, first-served basis only. Festival exhibitors will not be considered registered and booth space confirmed until both the original registration form and full payment have been received.

Authorized Signature

Date

*Signing this Exhibitor Registration Form indicates that you and your organization agree to adhere to all the terms and conditions outlined.

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FESTIVAL DETAILS

The Vancouver Book and Magazine Fair Society is a non-profit, charitable society whose mandate is to foster awareness and appreciation of the written word; and to involve the public in a celebration focusing on the importance of literacy in the lives of all Canadians.

The 22nd Annual Word Vancouver Festival will take place Wednesday, September 21, to Sunday, September 25, 2016.

Exhibitors will participate on Sunday, September 25 only, from 11:00 am to 5:00 pm at Library Square in beautiful downtown Vancouver.

The Festival Program Guide

12,000 copies of our 64-page Festival Program are distributed throughout Metro Vancouver. It features detailed descriptions of Festival events, as well as listings for all exhibitors.

As an exhibitor, you get a free listing with a 15-word blurb in the official Program Guide. For additional exposure you may purchase advertising space in the Program Guide. Please see our Advertising Rates on page 4.

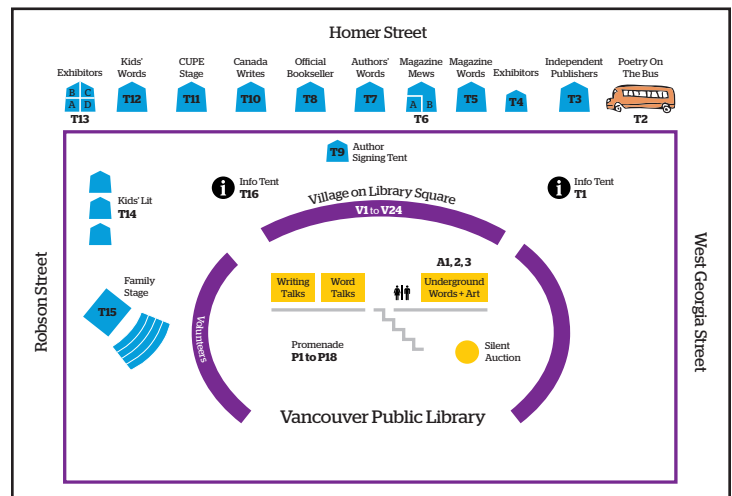
NEW: In addition to your listing in the program guide, you can also choose to have your festival day activities (such as book signings, small author readings, giveaways, and other activities) listed on our Fresh Sheet, which will be handed out on the day of the festival. Please note that this is not for product promotion.

Festival Audience

By participating in Word Vancouver, you'll connect with up to 30,000 people of all ages who matter most to you: those who love to read, buy books and magazines, and care about literacy in Canada.

IMPORTANT EXHIBITOR DETAILS

- Exhibitors should see page 4 for a list of **booth options**. (Please also see the site map at right for a sample festival layout.) Homer Street will be closed to all traffic.
- For the **early bird rate**, registration must be made on the form provided and mailed with full payment by **February 25, 2016**.
- For the **regular rate**, registration must be made on the form provided and mailed with full payment by **June 20, 2016**.
- If space is sold out upon receipt of your registration form, you will be notified and given the option to be placed on a **waiting list**.
- Exhibitors are subject to a cancellation fee.** For cancellation prior to June 30 the fee is 10% of the total value of the space assigned. There will be no refunds for cancellations after June 30, 2016.
- If you have a **preferred booth or table location** in mind, please let us know on the application form; however, given the obvious limitations of space, we cannot guarantee a specific location (particularly if you want a specific Village spot around the library). We'll do our best to honour your request. The sooner you submit your application, the more possible it will be.
- Exhibitors will be emailed a package** that includes their location and other related information in **the first week of September**.
- Exhibitors will be responsible for the set-up of their own exhibit. **The exhibitor areas will be available for set-up from 8:00 am to 10:00 am** on Sunday, September 25, 2016. Vehicles must be removed from the site by 9:30 am.
- Word Vancouver does not provide signage for your booth.** The Festival will provide numbered signs on the booths that correspond to the listings in the Program Guide.
- Be prepared: Dress accordingly!** We can't control the weather, so you may wish to bring rain gear or other appropriate articles of clothing. Please note that even on sunny days, many exhibitors are in the shade. Also, if it's windy and/or rainy, you will want to bring paperweights and/or protective coverings for your display items. The Festival shall not be held responsible for any losses and/or damages incurred during the Festival.
- Exhibitors may bring their own **additional chairs** or order them from the Festival.
- Exhibitors are permitted to sell their products.**
- Exhibitor booths must be staffed at all times.** The Festival officially opens at 11:00 am. No displays are to be dismantled or goods removed until the official end of the Festival at 5:00 pm.
- Exhibitors agree to remove their exhibits** (equipment, all display materials, and especially any packaging, boxes, or garbage) **from the Festival site by 6:00 pm**. In the event of failure to do so, exhibitors will be billed for any costs incurred. **PLEASE HELP GREEN** our festival.



Sample Site Map

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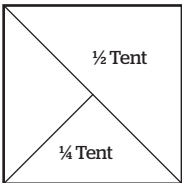
BOOTH RATES

Space is sold on a first-come, first-served basis and may sell out.

THE SHARING OPTION

An exhibitor may pair with ONE other exhibitor for tent booth or village table space. Sharing arrangements to be made by the exhibitor. Please see the Registration Form on page 5 for more details.

****LISTED PRICES DO NOT INCLUDE TAX, WHICH MUST BE ADDED****

BOOTH TYPE		SKIRTED TABLES INCLUDED	CHAIRS INCLUDED	EARLY BIRD RATE: ENDS FEB 15	REGULAR RATE: FEB 16 – JUNE 20
Outside Village Table Consists of one skirted six-foot table and two chairs. These tables are for six feet of frontage only. They will be under partial cover around the west perimeter of the library or in a tent on Homer Street.	Full Table	1 six-foot	2	\$200	\$260
	½ Table	½ of 1 six-foot	1	\$125	\$150
Outside Tent Booth Located in 20-foot square tents on Homer Street and are available in three forms - ¼ Tent, ½ Tent, and Full Tent (see diagram below for details). 	¼ Tent	2 eight-foot	4	\$800	\$1,000
	½ Tent	4 eight-foot	8	\$1,500	\$1,700
	Full Tent	8 eight-foot	16	\$2,800	\$3,000
Inside Library Moat Table Consists of one skirted eight-foot table with two chairs located downstairs in the library moat. These tables are for eight feet of frontage only.	Full Table	1 eight-foot	3	\$250	\$330
Underground Words + Art Consists of one skirted eight-foot table with two chairs in the Alice MacKay room downstairs in the library. These tables are for eight feet of frontage only. <i>*Please note that these tables are for micro publishers of comics, zines, and chapbooks only.</i>	Full Table	1 eight-foot	2	\$50	\$50

TYPICAL EXHIBITOR TYPES:

Micro, Small, Medium, and Large Book Publishers & Distributors; Micro, Medium, and Large Magazine/Newspaper Publishers & Distributors; Self-Published Authors; Independent Booksellers; Associations; Arts Groups & Non-Profit Organizations; Educational Institutions; Libraries; Multimedia Organizations; Independent Comics, Zines, Publishers, Alternative Groups, and Artists; Booksellers; Literacy Organizations (**free space may be available if your organization provides programs and/or services that encourage basic literacy skills. Free spaces are limited and subject to approval. You must apply by June 1 and will be notified of our decision by June 30.*)

ADVERTISE IN THE PROGRAM GUIDE

Book your ad space before March 31 and take advantage of the early bird discount rates. All ads are full-colour. Artwork and payment are due by July 15.

FULL PAGE	½ PAGE	¼ PAGE (TALL & SQUARE)	¼ PAGE
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Ad Size (and specs)	Before March 31	After March 31
Back Page/Inside Front or Back Cover (5.75" x 10")	\$1,400	\$1,700
Full Page (5.25" x 9.375")	\$1,000	\$1,250
½ Page (5.25" x 4.5")	\$450	\$575
¼ Page Tall (1.6" x 9.375")	\$300	\$375
¼ Page Square (3.4" x 4.5")	\$300	\$375
¼ Page (1.6" x 4.5")	\$200	\$250

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MORE PARTICIPATION OPTIONS

Show your support for the Festival and benefit from the wonderful exposure it will give you and/or your organization! There are several ways to become more involved with Word Vancouver.

HELP KEEP the Festival FREE!

Become a Member

Become a member of the Vancouver Book & Magazine Fair Society for just \$20. You can sign up on our website or at the membership table on site at the Festival.

Display/Distribute Posters, Programs & Bookmarks

Help us promote Word Vancouver by displaying an 11" x 17" poster. You can also distribute Festival programs and bookmarks. Please take them only if you know you will be able to distribute them.

Place an Ad in the Program Guide

Place an advertisement in the official program. You'll capitalize on this publication's high pick-up rate and great exposure in coffee shops, public libraries, bookstores, etc. 12,000 copies of our 64-page program are distributed throughout the Lower Mainland beginning in early September.

Adopt an Author

The Author Adoption program was conceived not only as a fundraising initiative for the Festival, but as a way of making meaningful connections with the community at large. Anyone can become part of the fun and have their name associated with a featured author and lively cultural event promoting literacy and the written word.

How? Simply make a \$100 donation to Word Vancouver to "adopt" one of the authors appearing at the Festival. You could find yourself adopting an award-winning author or an emerging writer you have yet to discover. If you like, you can specify a genre (such as a children's book or a fiction book) or an author type (such as a poet or a playwright).

You get the following benefits:

- A signed copy of the author's book for your own library;
- Be named as the Adopter of your author's reading in the official program (distributed in September throughout Metro Vancouver) and on the Word Vancouver website;
- At the reading venue, your name will be announced when your author is introduced.
- Be sure to meet your author and get your book autographed. If you are unable to attend the reading, the book will be mailed to you.

Donate to our Silent Auction

If you have something to donate to the silent auction, please specify on this registration form or call or email us.

You can also drop by the library promenade during Festival hours and place your bid on a stellar assortment of valuable items and services. There are bargains to be had on items such as restaurant meals and gift baskets, and your contribution helps keep the Festival FREE.

Become a Sponsor

Attach your name to a piece of the Festival action. This can be as big as sponsoring an entire reading stage, or as simple as "adopting an author" for \$100. Contact us about sponsorship benefits tailored to your marketing objectives.

Suggest Ideas for Festival Programming

If you have a great idea for our Festival programming, be sure to let us know. We love to experiment and we're always looking for fresh ideas and talent. We look forward to making this year's Festival the biggest and best ever. We're also interested to hear your ideas about visual exhibits, performances, word games of all kinds, and more. Contact us in March/April regarding programming.

EXHIBITOR REQUIREMENTS & REGULATIONS

1. Although Exhibitor booths are sheltered and there will be site security, Exhibitors should insure themselves and their property.
2. Word Vancouver does not censor books or other materials displayed by the Exhibitor; however, the laws of Canada apply. If for any reason an exhibitor or its contents are deemed objectionable by the Festival, the exhibit will be removed without refund.
3. The Festival will have the right to adopt such rules and regulations as the contract or parties decide upon prior to, during, and after the Festival at its discretion and deemed to be in the best interest of the Festival. The Exhibitor agrees to abide by all by-laws, rules, directions, orders, and regulations of the City of Vancouver Police, Fire Department, and/or other Municipal authorities and the Festival.
4. The Exhibitor will keep the Exhibitor space open and staffed at all times during the Festival. The Festival reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. The Festival reserves the right to relocate exhibits when, in its opinion, they are necessary to maintain the character and/or good order of the Festival.
5. If the Exhibitor fails to conform to these requirements, Word Vancouver may terminate the agreement without making any refund and may eject the Exhibitor, its employees, servants, or agents from the Festival and Festival grounds. Word Vancouver shall not be responsible for direct or indirect loss or damage of any kind incurred by the Exhibitor as a result of the Festival's termination of this agreement.
6. The Exhibitor agrees to indemnify and save harmless Word Vancouver, the City, and any other participants from and against any direct or indirect loss or damage to persons or property caused by any act of the Exhibitors, its employees, servants, or agents. Word Vancouver shall not be held responsible for any direct or indirect loss or damage of any kind or nature, however caused, incurred by the weather, the Exhibitor, its employees, servants, or agents as a result of its occupation of exhibit space or other participation in the Festival.