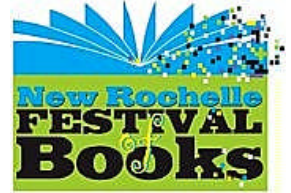


The New Rochelle Festival of Books 2009

EXHIBITOR APPLICATION FORM

FINAL REGISTRATION DEADLINE: June 5, 2009



Bookseller/Vendor/Company _____ Contact name: _____
 Address: (no P.O. Boxes) _____ City: _____ St: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Sales Tax OR Social Security #: _____ * We do ___ do not ___ plan to sell books or book-related materials.
.(ANSWERS REQUIRED. APPLICATION WILL NOT BE PROCESSED WITHOUT INFORMATION.)

Space Reservation

I/We would like to apply for _____ exhibitor space(s) for the New Rochelle Festival of Books to be held on Saturday June 20th from 9:00 am to 5:00 pm and on Sunday June 21st from 1:00 pm – 5:00 pm at the New Rochelle Public Library and on Library Green, New Rochelle, NY, rain or shine. No refunds are issued. One (1) table and two (2) chairs for exhibit space inside the library or in the children's area under a tent in the Children's Garden. **Craft Exhibitors and food vendors will be located on Library Green and may bring their own 10'x10 tent and additional tables and chairs. No tents larger than 10'x10' are allowed. Full payment is due with the completed exhibitor application form.** No space sharing is allowed. Your participation indicates agreement with all terms. You will receive placement confirmation via email within 14 business days. **BRING A COPY OF YOUR LETTER AS PROOF OF REGISTRATION. All placements will be made on a first-to-register basis.**

Exhibitor Fees (Register Early! Placement in Response Order)

Category	Early Registration (postmark by 5/15/09)	Registration (postmark by 6/5/09)
Sponsorship	Contact NRPL (914) 632-7878, ext. 15	
Publisher/Commercial Retailer (fewer than 10 titles per year)	\$300 \$ _____	\$400 \$ _____
Book Vendor	\$200 \$ _____	\$300 \$ _____
Non-profit / Literary organization	\$100 \$ _____	\$125 \$ _____
Individual or Self-Published Author	\$100 \$ _____	\$125 \$ _____
Art & Cultural Vendor (outdoors)	\$100 \$ _____	\$125 \$ _____
Food Vendor (10' x 20' space outdoors)	\$100 \$ _____	\$125 \$ _____
		TOTAL ENCLOSED: \$ _____

* Limited to 50 Exhibitors and Vendors. First come; first served. Sorry, no exceptions.

Genre or Vendor Type (You will not receive early booth location confirmation unless Vendor Type is indicated):
 ___ Fiction ___ Nonfiction ___ Children/YA ___ Poetry ___ Food ___ Christian ___ Art/Culture ___ Retailer ___ Non-profit

CREDIT CARD APPLICATIONS CAN BE FAXED TO 914.231.6981. WE ACCEPT VISA/MC/AMEX

Name on Card: _____ Card #: _____ Exp. ___ / ___
 Signature: _____ Print name: _____ Date: ___ / ___

Please make checks payable to The Harlem Book Fair.
Mail to Harlem Book Fair PO Box 422 Cranbury, NJ 08512 or email to hbf@qbr.com
For additional information, call (212) 348.1681 or Fax application to (914) 231.6981

GENERAL EXHIBITOR INFORMATION

Weather

The Book Festival is held rain or shine and refunds are NOT issued if the weather is inclement. The event is only canceled if weather is deemed "dangerously inclement". Otherwise, operations continue! Please protect your equipment, supplies and/or merchandise from inclement weather, The Book Festival is not responsible for any damage to your displays or merchandise. You should bring plastic wrap/tarp to protect exhibits. Remember that we've had hot weather, too. Dress seasonably and bring lots of bottled water.

Noise and Music

Live music will take place during the Book Festival. Exhibitors may not play music and microphones are prohibited.

Recycling & Sanitation

Large recycling bins for cardboard, paper, glass and plastic will be available on-site, and a traditional garbage truck will remain on-site; get details about this at check in. You are responsible for recycling or placing your trash in bins. **If the Book Festival needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**

Liability

The New Rochelle Public Library, the City of New Rochelle, the County of Westchester, the Harlem Book Fair, QBR The Black Book Review, and TALA (The Africana Literature Archives) shall not be liable for any injury to any person or damage to or destruction of an exhibit or merchandise whatsoever, or for the theft or disappearance from any display or any property contained in or about the exhibit area or for any loss sustained by an exhibitor or vendor or for any act of any exhibitor or vendor. Your participation in this event indicates agreement with all terms.

Interpretation of Rules

The interpretation of all rules and regulations is the sole responsibility of the New Rochelle Festival of Books (NRFOB) organizing committee and their decision shall be final and enforceable on-site. Violation of any rule or regulation or law will result in the forfeiture of your space without a refund and participants and vendors waive any right to recourse or to demand refund or to claim damages on such grounds. Participation as a vendor denotes agreement and compliance with all rules and regulations.

Display Area/Assigned Space

You are assigned a space with one 6' table and two chairs. You are limited to the space assigned by the NRFOB; displays, signs, and merchandise may only be erected on the surface of the booth's countertop, or within the parameters of your assigned space.

Aesthetics

No exposed tape or unattractive fasteners such as many visible staples.

Absolutely no handwritten signs, placards or banners.

Staff or volunteers in your space must be dressed professionally.

No visible garbage, boxed trash or general clutter will be allowed.

Please secure all flyers, newsletters and papers, as they can blow away. Bring paperweights.

Draping with fabric will create a discrete area to store boxes, bags, etc.

Bring fabric wrapped drops, backer boards, etc. on which to attach and display merchandise.

Tables must have tops and skirts. **The NRFOB will not skirt tables;** please bring your own fabric or skirting material. Bring a small supply box equipped with heavy-duty tape, staple gun with extra staples, scissors, utility knife, string, pen and paper, rubber bands, etc.

Bags

Exhibitors will need to provide their own sales bags, which should be neatly stored in your booth or space.

Staff

While in your booth or space, staff and volunteers should observe the same professional conduct that's required in your store or place of business. Eating should be discouraged in tents and booths; alcoholic beverages are prohibited in tents and booths. Staff and volunteers should store their personal belongings out-of-site in a secure location in your booth or space.

Telephones

If you anticipate the need to regularly contact your store or home base, you should bring a cell phone to the event.

Change

Each vendor is responsible for making change for customers; NRFOB will not have change available.

Security

Security officers contracted by NRFOB will patrol the grounds for the duration of the event day. NRFOB is not responsible for your individual moneyboxes or cash registers. Stay alert. Follow the same "common sense" procedures that you observe inside your store, or at other large scale events; for example, do not have purses or hand bags visible, etc.

Taxes and Licenses

You are responsible for collecting the 8.38% New York Sales Tax on all merchandise sold. Food vendor licenses can be obtained from the Westchester County Health Department, Bureau of Public Health Protection, New Rochelle District Office, 145 Huguenot Street, New Rochelle, NY 10801 (914)813-5134. www.westchestergov.com. Food vendor letter available on request.

Lighting and Electricity

As a daytime event, NRFOB provides neither lighting nor electricity.

Open for Business!

NRFOB is held rain or shine on June 20 & 21, 2009. Hours of operation are Saturday, 11am - 5pm. There are no rain dates and no refunds. **Exhibitors need to be open for the ENTIRE Fair.**

Set-up

Set-up will commence at 8:30 a.m. **Food vendors will commence at 8:00 a.m.! BRING DOLLIES!** You will receive email confirmation assigning your closest loading area based on your space location.

Vehicle Access

LOADING AREA

Lawton Street entrances to the New Rochelle Public Library and Library Green.

Regulations

NRFOB has adopted a 80/20 policy; that is, books or items related to the written word must comprise 80% of our exhibits; sidelines such as clothing, jewelry, art, etc. may not comprise more than 20 percent. You must stay in your assigned space, and sell or distribute only those items explicitly mentioned in your application. NRFOB reserves the right to eject any merchandise, literature, give-aways, decorations or other items or materials deemed unsafe or not in the best interest of the event, at any time.

You may not engage in illegal activity of any kind.

Refunds are not given for any reason.

Spaces are non-transferable and cannot be resold. We reserve the right to move your space at any time during the event if needed.

A general note: traffic not related to the NRFOB is prohibited on the grounds during set-up.

Break-Down

It is logistically impossible for an exhibitor to breakdown early.

Exhibitors: please use patience during the breakdown period. We know you eager to dismantle, but safety of our Festival goers get first priority. We will have policed security; however, the NRFOB recommends that you take valuable or irreplaceable items or inventory with you. Also plan on covering your merchandise with tarps, placing books on top of tables, and taking other general precautions for the weather and security. All trash, display items, leftover giveaways, decorations, etc, must be taken with you or placed in recycling or trash bin when you leave. **If NRFOB needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**