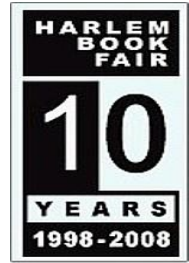




**HARLEM, NEW YORK**  
**THE HARLEM BOOK FAIR 2010**  
**EXHIBITOR APPLICATION FORM**  
 FINAL REGISTRATION DEADLINE: **JUNE 26, 2010**  
 EVENT DATE: **JULY 17, 2010**



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.)**

**[ ] Check here if you would like your banner linked from our website to your website. (Enter your url below and add \$25).**

http://www. \_\_\_\_\_

(Please e-mail your 125 x 175 pixel banner to [advertising@qbr.com](mailto:advertising@qbr.com))

**Space Reservation**

I/We would like to apply for \_\_\_\_\_ exhibitor space(s) for HBF10. The Book Fair is held on July 17<sup>th</sup> from 11:00a.m. to 6:00p.m. on West 135<sup>th</sup> Street, rain or shine. No refunds are issued. One (1) table and two (2) chairs are included with your registration. **NO TENT RENTALS ARE AVAILABLE. Exhibitors 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 application form.** No cancellation refunds after 6/17/10. 50% cancellation refund prior to 6/17/10. 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 (postmarked by 3/27)	Registration (postmarked by 6/26/10)
Sponsorship	<b>Contact HBF Office</b>	
Publisher/Commercial Retailer	<b>\$625.</b>	\$725. \$ _____
Small/Independent Press (fewer than 10)	<b>\$350.</b>	\$450. \$ _____
Book Vendor	<b>\$275.</b>	\$350. \$ _____
Non-profit / Literary organization	<b>\$250.</b>	\$325. \$ _____
Individual or Self-Published Author	<b>\$225.</b>	\$300. \$ _____
Art & Cultural Vendor *	<b>\$275.</b>	\$350. \$ _____
Food Vendor (10' x 20' space)*	<b>\$600.</b>	\$700. \$ _____
* Limited to 40 Art & Cultural Vendors and 6 Food Vendors. First come; first served. No exceptions.		<b>Linked Website \$ _____</b>
		<b>TOTAL ENCLOSED \$ _____</b>

**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**  
**CREDIT CARD MUST MATCH NAME AND BILLING ADDRESS OF THE APPLICATION.**

Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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](mailto:hbf@qbr.com)**  
**For additional information, call (914) 231.6778 or Fax application to (914) 231.6981**

## GENERAL EXHIBITOR INFORMATION

### Weather

- The Book Fair 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 Fair 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 Fair. 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. Sanitation will have trashcans throughout the area and HBF staff will monitor the Book Fair continuously. You are responsible for recycling or placing your trash in bins.  
**If the Book Fair needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**

### Liability

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 Harlem Book Fair 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 10’ area into which you may place one 6’ table and two chairs.
- You are limited to the space assigned by the Book Fair; 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 Book Fair 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.

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### Change

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

### Security

- **Security officers contracted by HBF will patrol the grounds for the duration of the event day.**
- The Harlem Book Fair 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. Report this to the NYC Dept. of Finances. Temporary Vendor Licenses can be obtained through the Dept. of Consumer Affairs (212) 487-4436. Food vendor licenses can be obtained from the NYC Dept. of Health (212) 487-4158. Food vendor letter available on request.

### Lighting and Electricity

As a daytime event, HBF provides neither lighting nor electricity

### Open for Business! Exhibitors need to be open for the ENTIRE Fair.

- The Harlem Book Fair is held rain or shine on July 17, 2010.
- Hours of operation are Saturday, 11am -6pm.
- There are no rain dates and no refunds.

### Set-up

Check in will begin at 8:00am - 10:00am. We are asking that vendors/exhibitors not drive on the street as it prevents effective setup. All vendors/exhibitors are expected to bring one person or more to assist in their set up (if they need it) as well as dollies to move items onto the street. The Harlem Book Fair staff will not provide setup assistance. You will receive email confirmation assigning your closest loading area based on your space location.

**Special Consideration will be given to Arts & Culture vendors ONLY placed between Adam Clayton Powell, Jr. Blvd. and Frederick Douglass Blvd.** who absolutely, due to volume of materials, may need to drive on the street. The following regulations will apply:

A. Via email confirm that you will need to drive on the street. [info@qbr.com](mailto:info@qbr.com)

B. On the day of the book fair you will be allowed to drive on the street to drop items off and promptly have vehicles off the street after items are dropped off. This can be done between the hours of 6:00am-7:00am. At 7:00am all vehicles must be off the street in order to complete street set up. We are asking that all exhibitors adhere to this set up policy. Without exception, no vendor will be allowed to drive on the street after 7:00 a.m. You will be required to walk your merchandise into the event. Vendors who do not comply will be refused access to the event and refunds will be issued.

Vehicles may not return to the event for breakdown until the Harlem Book Fair authorizes the re-opening of the streets for exhibitors (*approximately* 6:15pm - **but this could be later depending upon the public's exit of event grounds**).

### Regulations

- **The Book Fair 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.
- The Harlem Book Fair 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.
- No cancellation refunds after 6/17/10. 50% cancellation refund prior to 6/17/10.
- 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 Book Fair 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 the safety of our Fair goes first priority. Cars will enter the Book Fair grounds after 6 p.m.
- We will have policed security; however, the HBF 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 the Book Fair needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**