

DATE RCVD: _____ AMT. _____ CHECK #: _____ VENDOR# _____ BOOTH ASSIGNMENT# _____



HARLEM, NEW YORK

THE HARLEM BOOK FAIR 2011

EXHIBITOR APPLICATION FORM



EARLY REGISTRATION DEADLINE: **MARCH 31, 2011**. FINAL REGISTRATION DEADLINE: **JUNE 30, 2011**
EVENT DATE: SATURDAY, JULY 23, 2011

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 HBF2011. The Book Fair is held on Saturday, July 23rd from 11:00 a.m. to 6:00 p.m. on West 135th Street between Malcolm X Blvd. (Lenox Avenue) and Fredrick Douglas Blvd. (8th Avenue), rain or shine. Refund policy: 50% cancellation refund up to 6.24.2011. **Absolutely no cancellation refunds allowed after 6.24.2011.** One (1) table (6' x 2.5') and two (2) chairs are included with your registration (\$100 security deposit required) or you may bring your own. **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. YOU MAY HOLD YOUR SPACE WITH A \$100 NON-REFUNDABLE DEPOSIT. BRING A COPY OF YOUR LETTER AS PROOF OF REGISTRATION. All placements will be made upon payment in full.** Your participation indicates agreement with all terms. You will receive placement confirmation via email within 7 business days.

Exhibitor Fees (Register Early! Placement in Response Order)

Category	Early Registration (postmarked by 3.31.11)	Registration (postmarked by 6.30.11)
Sponsorship	Contact HBF Office	
Publisher/Commercial Retailer	\$1000 \$ _____	\$1250 \$ _____
Small/Independent Press (fewer than 10 titles per year)	\$375 \$ _____	\$450 \$ _____
Book Vendor	\$350 \$ _____	\$425 \$ _____
Non-profit/Literary Organization	\$350 \$ _____	\$425 \$ _____
Individual or Self-Published Author	\$325 \$ _____	\$375 \$ _____
Art & Cultural Vendor	\$400 \$ _____	\$500 \$ _____
Food Vendor (10'x20' space)	\$800 \$ _____	\$1000 \$ _____
Registration Deposit (non-refundable)	\$100 \$ _____	\$100 \$ _____
Table and Chair Security Deposit	\$100 \$ _____	\$100 \$ _____
Limited to 4 Food Vendors. First come, first placed. Sorry, no exceptions.	<input type="checkbox"/> Premium Center Row Placement: Add \$150; requires 10'x10' tent (customer provides tent)	TOTAL ENCLOSED \$ _____

Genre or Vendor type: (You will not receive early booth placement notification unless Vendor Type is indicated.)

___ Fiction ___ Nonfiction ___ Children/YA ___ Poetry ___ Food ___ Christian ___ Art/Culture ___ Retailer ___ Non-profit/Literary

(Please reserve early. We cannot honor specific placement requests after March 31, 2011)

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

Name on Card: _____ Card #: _____ Exp. Date: _____

Signature: _____ Print name: _____ Date: _____

Please make checks payable to QBR/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 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/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) 487-4158/9. Food vendor letter available on request.

Lighting and Electricity

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

Open for Business!

- The Harlem Book Fair is held rain or shine on July 23, 2011.
- Hours of operation are Saturday, 11am - 6pm.
- There are no rain dates. Refund policy: 50% cancellation refund up to 6.24.2011. Absolutely no cancellation refunds allowed after 6.24.2011.
- **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!** With the exception of food vendors, no vehicles will be allowed on W.135th Street during the set-up. You will receive email confirmation assigning your closest loading area based on your space location.

Vehicle Access

- **BRING DOLLIES! Absolutely NO vehicles are permitted on the grounds during the Book Fair's setup period. In the interest of public safety, we cannot make exceptions.**
- **LOADING AREA**
- All vehicles must leave the Harlem Book Fair your assigned LOADING AREA by 10:30 am on Saturday.
- 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/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 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/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/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.**