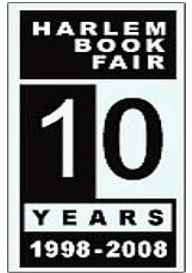




YORK COLLEGE, QUEENS, NY
2010 URBAN ARTS FESTIVAL
EXHIBITOR APPLICATION FORM



EARLY REGISTRATION DEADLINE: APRIL 23, 2010
FINAL REGISTRATION: MAY 7, 2010
 SIMPLY ENTER TYPE & SEND VIA EMAIL or PRINT & MAIL

Bookseller/Vendor/Company _____ Contact name: _____

Address: (no P.O. Boxes) _____ City: _____ St: _____ Zip: _____

Phone: () _____ Fax: () _____ Email: _____

* Sales Tax OR Social Security #: _____ (APPLICATION WILL NOT BE PROCESSED WITHOUT INFORMATION.)

SPACE RESERVATION – THIS IS A TWO DAY EXHIBITOR EVENT – OVERNIGHT SECURITY PROVIDED

I/We would like to apply for _____ exhibitor space(s) for the 2010 Urban Arts Festival. **The UAF Exhibitor Market is held on Saturday, May 22nd and Sunday, May 23rd from 10:00a.m. to 4:00p.m. at the York College Performing Arts Center, 94-20 Guy R. Brewer Boulevard, Jamaica, NY, 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 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. UAF will be held in a secure, gated area; vendors are responsible for protecting their merchandise from weather. **All placements will be made on a first-to-register basis.** Exhibit hours are subject to change.

Exhibitor Fees – Register NOW! Space is Limited. Placement in Response Order.

For Sponsorship or Sample Distribution, Contact Office			
Category	Early Registration (postmarked by 2/28)	Registration (postmarked by 4/30/10)	
Words (Individual Author; Small Press, Poets)	\$150	\$225.	\$ _____
Music	\$150	\$225.	\$ _____
Art	\$150	\$225.	\$ _____
Dance	\$150	\$225.	\$ _____
Fashion	\$150	\$225.	\$ _____
Non-profit	\$150	\$225.	\$ _____
Cultural Vendor	\$150	\$225.	\$ _____
Food (10' x 20' space)	\$250	\$350.	\$ _____
Small Business/Corporate	\$150	\$225.	\$ _____
		TOTAL ENCLOSED	\$ _____

Genre or Vendor Type (We cannot assign booth location unless Vendor Type is indicated):

___Words ___Music ___Art ___Fashion ___Non-profit ___Cultural ___Food ___Corporate/Business

CREDIT CARD APPLICATIONS CAN BE FAXED TO 914.231.6981. WE ACCEPT VISA/MC/AMEX. ALL CREDIT CARDS MUST BE IN VENDOR OR BUSINESS NAME. ALL CREDIT CARD APPLICATIONS REQUIRE SIGNATURE.

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

Signature: _____ Print name: _____ Date: _____

Please make checks payable to **QBR**
 Mail to QBR /UAF PO Box 422 Cranbury, NJ 08512 or email to hbf@gbr.com
 For additional information, call (914) 231.6778 or Fax application to (914) 231.6981

UAF Representative: _____ Email: _____

GENERAL EXHIBITOR INFORMATION

Weather

- The UAF is held rain or shine and refunds are NOT issued if the weather is inclement.
- Please protect your equipment, supplies and/or merchandise from inclement weather, The UAF 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 UAF. 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 UAF staff will monitor the UAF continuously. You are responsible for recycling or placing your trash in bins. **If the UAF needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**

Liability

The UAF, QBR The Black Book Review, The Harlem Book Fair, TALA (The Africana Literature Archives), Street Literature Review (SLR), Augustus Press, its staff members, or their assigns, 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 UAF 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 UAF; 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.
- **The UAF 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; UAF will not have change available.

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Security

- **Security officers contracted by UAF will patrol the grounds for the duration of the event day and overnight.**
- The UAF 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, UAF provides neither lighting nor electricity.

Open for Business!

- The UAF is held rain or shine on May 22nd and 23rd, 2010.
- Hours of operation are Saturday, 10am - 6pm and 10am – 4p on Sunday.
- There are no rain dates and no refunds.
- **Exhibitors need to be open for the ENTIRE Fair.**

Set-up

This is a two-day event. Security officers contracted by UAF will patrol the grounds for the duration of the event day and overnight.

Set-up will commence at 7:30 a.m. **Food vendors will commence at 7:00 a.m.! BRING DOLLIES!** You will receive email confirmation assigning your closest loading area based on your space location.

Vehicle Access, Unloading, and Parking

- **BRING DOLLIES!** Exhibitors will be located in a grassy area. Vehicles will be temporarily permitted onto nearby parking during the UAF's setup period.
- Exhibitor Parking will be provided **AWAY** from the exhibition area.
- All vehicles must leave the designated **LOADING AREA** by 9:30 am on Saturday.
- Vehicles may not return to the event for breakdown until the UAF authorizes the re-opening of the loading area (*approximately* 6:15pm - **but this could be later depending upon the public's exit of event grounds**).

Regulations

- You must stay in your assigned space, and sell or distribute only those items explicitly mentioned in your application.
- The UAF 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 UAF 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 are eager to dismantle, but the safety of our Fairgoers get first priority. Cars will enter the UAF grounds after 6 p.m.
- We will have policed security; however, the UAF 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 UAF needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**