



**2015 EXHIBITOR APPLICATION  
SEPTEMBER 26, 2015  
KITCHENER CITY HALL  
11am to 5pm**

**EXHIBITOR SELECTION PROCESS**

In an effort to create a defined and transparent process for exhibitor selection, a selection process has been adopted for The Word On The Street. Past participation does not guarantee acceptance to this year's event. The selection of all The Word On The Street applicants will be achieved through a one-stage committee selection process administered and facilitated by The Corporation of the City of Kitchener and The Word On The Street committee.

**The process for exhibitor selection will involve:**

- a) A defined criteria, as outlined below, will be used by the Exhibitor Selection Committee in a weighted point system.
- b) Successful applicants will be notified by email of their participation in The Word On The Street.
- c) All applicants will receive a letter confirming their participation in the 2015 The Word On The Street or a letter declining their application for this year.

The deadline for receipt of exhibitor proposals is **Friday September 18th**. Successful applicants can expect to be notified of their selection by Tuesday September 22<sup>nd</sup>.



## ACCEPTANCE CRITERIA

- a) Organization's primary focus is the written arts.
- b) Quality of booth presentation.
- c) Variety and quality of materials (product and/or service) displayed at booth.
- d) Previous experience in similar type events.

## EVENT CATEGORIES

Categories will be determined based on the exhibitor's product description. The City of Kitchener reserves the final decision on category assignment.

Check the box that best describes your product and/or service:

- Bookseller**  
Companies whose primary business is the retail of books and magazines and has a physical retail location.
- Magazine Publisher/Distributor**  
Companies whose primary business is the publishing and/or distribution of print or electronic formats of one or more magazines.
- Literacy Organization**  
Registered and practicing not-for-profit charitable organizations that provide training for people to improve basic and functional skills in reading, writing, speaking, listening and numberacy, or lobby, fundraise and raise awareness about literacy issues and donate all proceeds directly to literacy organizations.
- Public Libraries**  
A public library is a community resource collection of both leisure and educational materials, supported with public funds, and intended for use by the general public.
- Associations**  
Entities whose membership includes organizations or individuals from the book and magazine industry
- Book Publisher/Distributor**  
Companies whose primary business is the publishing and/or distribution of books or electronic books.
- Other**  
Please elaborate on the registration form.



## PRICING

### Literacy Organizations

No charge. Accepted not-for-profit applicants receive:

- a) One 6 foot table
- b) One chair
- c) One laminated sign

### All other categories

The fee for all other exhibitors is **\$50.00** plus HST. Your fee includes:

- a) One 6 foot tables
- b) Two chairs
- c) One laminated sign

## SUPPORT MATERIAL

Your application must include the following items to be considered complete. Incomplete applications will be returned without being reviewed. **Payments are NOT to be included until acceptance is confirmed.** The City is not responsible for damage to, or loss of, support material.

- a) The application form (below).
- b) A description of your booth.
- c) Tell us about your organization/business in less than one page.
- d) A description of what you will be selling and/or promoting at your booth.
- e) I list of similar type events you have participated in during the past year
- f) Any additional material you would like to submit to support your application. Please note, materials will not be returned.



## APPLICATION FORM

Please fill out and send the entire application form (all 5 pages) to us along with your support materials. Application deadline for this year's festival is **Friday, September 18**. You will be notified of your status via email.

First and last name (print): \_\_\_\_\_

Company name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Town or City: \_\_\_\_\_

Province and postal code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website Address: \_\_\_\_\_

Name of Booth: \_\_\_\_\_

Please note: we are unable to accommodate power requests for your booth.

## ADDITIONAL DETAILS FOR EXHIBITORS

- a) Items to be sold are subject to the approval of The Corporation of the City of Kitchener ("City").
- b) Exhibitors must be open and staffed for the duration of The Word On The Street. Failure to comply will result in disqualification from future events.



- c) All exhibitors must meet and comply with regulations and may be inspected at the event by the Fire Department, Regional Public Health Department and/or the Electrical Safety Authority.
- d) By completing the Exhibitor Application Form, and upon receiving a confirmation letter from the City, all exhibitors participating in The Word On The Street grant permission to the City of Kitchener to use photographs, website, information and any promotional material whether in print or electronic form (“media”) without further consideration. Such media may be used by the City of Kitchener in such mediums as newsletters, brochures, including the City’s website, and in submissions to the local papers for publicity purposes.
- e) All exhibitors must sign an acceptance of TERMS AND CONDITIONS form if selected for participation in The Word On The Street.

I acknowledge reading, understanding, and agreeing to the terms of this Exhibitor Application Form. Further, the personal information collected herein will be used only for the purposes for which you have agreed to as part of this application and will be protected in accordance with the requirements stipulated in the *Municipal Freedom of Information and Protection of Privacy Act (MFIPPA)*. Inquiries about the collection, use or disclosure of your personal information should be directed to Jordana Ellery, (519)741-2200x7087 or [jordana.ellery@kitchener.ca](mailto:jordana.ellery@kitchener.ca)

I understand that The Corporation of the City of Kitchener reserves the right to administer and facilitate the exhibitor selection process and to limit the number of exhibitors in its sole and absolute discretion. Please sign and date below.

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

Please return the signed and completed application form, with your support material to:

The Corporation of the City of Kitchener  
Attn: Jordana Ellery  
200 King Street West, 7<sup>th</sup> Floor  
Kitchener, ON N2G 4G7

(519) 741-2200 x7087

Email: [jordana.ellery@kitchener.ca](mailto:jordana.ellery@kitchener.ca)

### NEXT STEPS.....

Your application will be reviewed by The Word On The Street selection committee. You can expect to be notified of your status via email no later than **Tuesday September 22nd**.



All accepted applicants will be sent:

- a) An agreement between the City of Kitchener and your organization.
- b) Any additional information you will need for the event.

A copy of the signed agreement and application fee must be received by **Friday September 18<sup>th</sup>** to confirm your spot in the 2015 festival.