



## LETHBRIDGE BOOK & MAGAZINE FESTIVAL

### 2017 Exhibitor Information Package

Brought to you by



#### The Festival

As an exhibitor at The Word On The Street Festival, you will take part in a growing signature event for southern Alberta. As the only festival of its kind in the region, the overall mission for The Word On The Street is multi-faceted; first to connect literary arts and literacy to our community, to build bridges across cultures with performances and displays from writers, theatre groups, and storytellers, and finally to ensure that Word On The Street is a festival that represents the diversity of our community and is accessible to everyone. Most importantly, we strive to create a festival that is lively, well attended and fun for the entire family. Whether your goal is to create awareness of your business, solicit donations, or sell merchandise, food or beverages, Word On The Street offers a fun and friendly environment for you to meet a diverse audience looking for a new experience.

**The Word On The Street Lethbridge 2017 Festival will be Saturday, September 23rd, from 11:00 am to 5:00 pm at the Main Branch library building downtown (5th Ave and 8th St. South). We hope you will join us!**



## Festival Audience

The 6<sup>th</sup> annual Word On The Street Festival in 2016 showcased:

- approximately 4800 people in attendance
- 58 marketplace vendors including local services and merchandise, food and beverage, publishers and non-profit groups
- In addition to author readings, live music, and children's and marketplace activities; various workshops will also be offered.

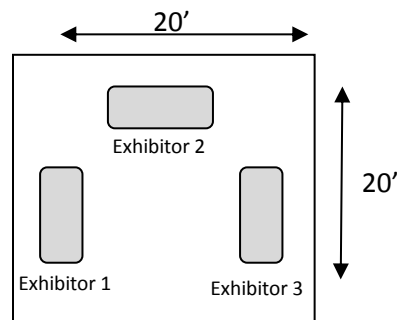
## Marketplace

### Types of Exhibitor Space

**An outside space** - approximately 10' x 10', on either the street or in the library parking lot to use as a base for your own mobile cart, tent or table (please include photo or drawing, with dimensions, when registering). **An outside space does not include tent, table or chairs.**

**A Marketplace Tent** - consisting of one wall section of a 20 foot square tent (see diagram). This space would include one 30" x 8' table and two chairs.

**Self-published/independent authors** - half of a 30" x 8' = 30" x 4' table and one chair inside a Marketplace Tent (limited availability and a reduced rate)



\*Electrical power (110 standard plug) is available at no extra charge but limited availability. Please specify your requirements when registering. Exhibitors must provide their own extension cord.

## Exhibitors

### Exhibitor Fees

*\*\*The Marketplace Village is sold on a first-come, first-serve basis; we suggest that you register early. Registration must include the form provided with full payment, by **Friday June 16<sup>th</sup>** for the early bird rate and by **Friday August 18<sup>th</sup>** for the regular rate. Exhibitors that register before August 18<sup>th</sup> will be listed in the event program. Exhibitors that register after this date will not necessarily be guaranteed space in the program. Exhibitor space will only be confirmed upon receipt of both the registration form and full payment.*

	<b>Early Bird Rate</b> (ends June 16 <sup>th</sup> )	<b>Regular Rate</b> (effective June 17 <sup>th</sup> )
Local Small Business Vendors	<b>\$200</b>	<b>\$250</b>
Local Food and Beverage Vendors	<b>\$200</b>	<b>\$250</b>
Book & Magazine Publishers & Distributors	<b>\$100</b>	<b>\$150</b>
Self-published/Independent Authors	<b>\$75</b>	<b>\$100</b>
Nonprofit Organizations, Groups & Associations	<b>\$100</b>	<b>\$150</b>

## Types of Exhibitors

**Local Small Business Vendors:** Sellers of retail goods or services related to books, enhancing literacy, the arts or education. We are also looking to include businesses that operate in the Lethbridge area and strive to promote and enhance the local and downtown business community even if the products and/or services offered are not directly related to Literacy.

**Local Food/Beverage Vendors:** Sellers of food and beverage products.

**Book and Magazine Publishers and Distributors:** Companies whose primary business is the publishing and/or distributing of books, ebooks, or magazines. Publishers may sell any books, magazines, or subscriptions they have produced including new titles, out-of-print, and limited remaindered titles. An official book seller will also be onsite.

**Self-Published/Independent Authors:** A self-published author is an individual who has published and distributed one or more of their own books at their own cost. An independent author is an individual who is representing themselves at the festival, distinct from their publisher. Self published and independent authors are limited to only selling copies of their own work at the festival. These authors are eligible to receive *half a table and one chair inside a Marketplace tent at a reduced cost from other vendors*. These authors may also sell their books through the official bookseller, who they must register with in advance.

**Nonprofit Organizations, Groups & Associations:** Entities that are not-for-profit or charitable. To be eligible for this rate, vendors may not sell, prospect, or collect. These groups and associations should be somewhat related to books, literacy, the arts, music or education as fitting in with the themes of the festival.

**All exhibitor applications must be approved by The Word on The Street Lethbridge**

## Payments

All payments for the Marketplace or Event Guide Advertising can be made by cheque payable to *Lethbridge Public Library*, by mail, or by credit card in person at the Main Branch of the Lethbridge Public Library.

## Cancellations

In the event of exhibitor cancellation prior to August 18<sup>th</sup>, 2017 registration fees will be refunded, minus 15%. There will be no refunds after this date.

For **Exhibitor FAQs** please refer to our website:

<http://thewordonthestreet.ca/lethbridge/get-involved/exhibitor-registration/>

## Event Guide Advertising

All guide advertising is full color and will be included in the print version (2000 copies in total) and in the online version on the Library website and The Word On The Street national website for both online viewing and/or download by September 8<sup>th</sup> 2017.

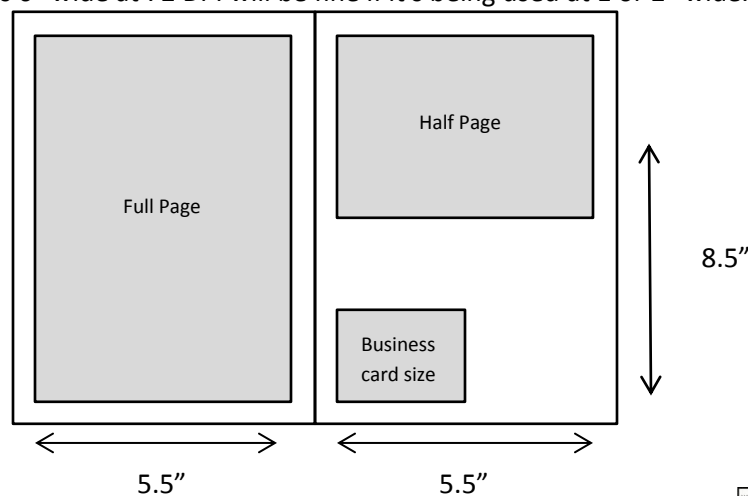
**Ad space must be booked, paid for and ad copy sent to [word@lethlib.ca](mailto:word@lethlib.ca) by August 18<sup>th</sup>, 2017 to meet the guide printing deadline.**

	Size	Price
Full page	<u>With Bleeds:</u> 5 1/2"w x 8.5"h with 1/8" bleed all around <u>No Bleeds:</u> 4 1/2"w x 7.5"h	\$200
Half page	4.5"w x 3 5/8"h	\$150
Business card size	4.5"w x 1 3/4"h	\$100

Note from the designer:

The best formats for graphics are:

- ads and logos - hi-res PDF, hi-res JPG, EPS
- photos - TIFF, hi-res JPG (300 DPI or higher at full size) The larger the better. Most images taken from the internet are too low resolution and will be pixelated if enlarged or printed at 300 DPI. An image that is 6" wide at 72 DPI will be fine if it's being used at 1 or 2" wide.



## Contact Information

For more information on the Marketplace  
Or Event Program Advertising, contact:

Whitney Bullock – Event Coordinator  
403-795-4330  
Email: [whitney@pinktieevents.ca](mailto:whitney@pinktieevents.ca) or [word@lethlib.ca](mailto:word@lethlib.ca)

Mail: 810 5<sup>th</sup> Avenue South, Lethbridge, AB T1J 4C4  
Fax: 403-329-1478



# The Word On The Street Lethbridge Exhibitor Registration Form

Organization Name	Contact Person
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Mailing Address
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City	Province	Postal Code
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Email	Telephone
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Website
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Please provide details of your planned activities in 75 words or less (attach a separate sheet if needed).  
 \*Any organization intending to sell products or conduct prospecting or fundraising at the table is considered commercial in the context of exhibitor space.

## Vendor Category

Early Bird Rates (ends June 16 <sup>th</sup> , 2017)	Regular Rates (effective June 17 <sup>th</sup> – Aug 18 <sup>th</sup> , 2017)
<input type="checkbox"/> Commercial /Fundraisers - \$200 <input type="checkbox"/> Food/Beverages - \$200 <input type="checkbox"/> Publishers - \$100 <input type="checkbox"/> Self-Published/Independent Authors - \$75 <input type="checkbox"/> Nonprofit (awareness only) - \$100	<input type="checkbox"/> Commercial/Fundraisers - \$250 <input type="checkbox"/> Food/Beverages - \$250 <input type="checkbox"/> Publishers - \$150 <input type="checkbox"/> Self-Published/Independent Authors - \$100 <input type="checkbox"/> Nonprofit (awareness only) - \$150

## Site Requirements

<input type="checkbox"/> Outside Space <i>(tent, table and chairs will <u>not</u> be supplied)</i>	<input type="checkbox"/> Shared Tent Space
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Specifications (outside space dimensions or any other factors which may affect your placement).
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<input type="checkbox"/> Power (see below)		<input type="checkbox"/> Tent Weights (see below)
<p>Power will not be supplied on the day of the festival unless ordered in advance. Vendors are responsible for supplying their own power cords.</p> <p>Please list the electrical equipment you will be bringing to the festival (i.e. cash register, debit or credit machine, computer) as well as your power requirements.</p> <p><b>**Power will not be available for food trucks on the street, please be sure to bring your own generator or power source for the day.</b></p>		<p>In the event that you are bringing your own tent for an outdoor space, tent weights are <b>mandatory</b> and available for rent from the Lethbridge Public Library.</p> <p><b>Rental Rate: \$10.00 per weight</b> The weights must be booked and paid for in <b>advance</b>.</p> <p><b>Note: Your tent <u>must</u> be weighted down, with a minimum of 50 lbs. per corner (for a 10' x 10' tent).</b></p>
Wattage:	Amps/volts:	# of tent weights required :
Equipment:		Total cost of ordered tent weights:

### Promotional Materials

**Yes**, please send me the Word on the Street Lethbridge promotional materials to post and distribute in my organization (available by September 1st) (while supplies last).

Number of posters: \_\_\_\_\_  
 Number of bookmarks: \_\_\_\_\_  
 Number of programs: \_\_\_\_\_

### Event Guide Advertising

- Full page 5.5" x 7.5" - \$200
- Half page 5.5" x 3.75" - \$150
- Business card ad - \$100

**IMPORTANT:** Ad space must be booked, paid for, and ad copy sent to [word@lethlib.ca](mailto:word@lethlib.ca) by **August 18<sup>th</sup> 2017** to meet the program printing deadline.

### Total Fee

Please add up all of your fees below. All payments can be made by cheque, payable to Lethbridge Public Library, in person or by mail, or by credit card in person at the Main Branch of the Lethbridge Public Library.

Registration fee: \_\_\_\_\_

Tent weight total (if applicable): \_\_\_\_\_

Advertising fee (if applicable): \_\_\_\_\_

**Exhibitor space will only be confirmed upon receipt of both the registration form and full payment.**

**Total Fee** \$ \_\_\_\_\_

I agree to be an exhibitor at The Word On The Street Festival, operated by the Lethbridge Public Library, on September 23, 2017, in Lethbridge, Alberta.

I have read and understand the terms as stated in this agreement (this agreement includes the attached Exhibitor Regulations).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

## Exhibitor Regulations

1. Exhibitors are responsible for set-up & take down. Displays may be set up between 8:00 am and 10:00 am on Saturday September 23<sup>rd</sup> 2017. **Displays must be up and vehicles removed from the site before 10:30 am.**
2. Exhibitors agree to remove their exhibits from the festival site by 7:00pm September 23<sup>rd</sup>, 2017. If the exhibit is not dismantled by this time, Festival staff will take down the exhibit and exhibitors will be billed for any costs incurred. In this event the Festival accepts no responsibility for damage to the exhibitor property or equipment.
3. The exhibitor is responsible for obtaining any/all insurance related to participation and requirements of the exhibit in the show.
4. Exhibitors must contain all materials, demonstrations, and promotional giveaways within the boundaries of their exhibit space; printed material for the purpose of solicitations outside of booth area is not allowed to be distributed; stickers, windshield flyers, etc. are prohibited.
5. The Exhibitor will keep the exhibit space open and staffed at all times during the Festival. The Festival reserves the right to relocate exhibits when, in its opinion, it is necessary to maintain good order of the Festival.
6. Exhibitors are responsible for all their materials at all times and should take adequate security and protection measures. It is recommended that exhibitors provide sun, rain and wind protection for staff and inventory.
7. **Exhibitors providing their own tent, must adequately weight their tent down, with a minimum of 50 lbs. per corner for a 10'10 tent.** Weights are available for rent from WOTS, see Tent Weight information on registration form.
8. The Festival reserves the right to reject exhibitor applications whose equipment, display or presentation is not in keeping with our Festival objectives as an all-ages community event.
9. No merchandise, food or beverages shall be distributed at the Festival without prior approval from Festival management. Please provide a detailed description of your products and activities on the registration form.
10. Once the festival has begun, The Word On The Street Lethbridge will not censor books or other materials displayed by the exhibitor. However if for any reason an Exhibit, their staff or contents are deemed counter to festival objectives by Festival management, the exhibit will be removed without refund.
11. If the Festival should be prevented from taking place by any cause beyond the control of the Festival's management, or if the Festival cannot permit the Exhibitors to occupy their rented space due to circumstances beyond its control including, but not limited to, poor weather, strike, civil disobedience, lockouts, acts of God, acts or threats of terrorism, The Word On The Street Lethbridge shall have no further obligation or liability to the Exhibitor and will not refund the exhibitor fee.
12. The Word On The Street Festival makes no guarantees, direct or implied, as to the attendance or number of participants at the festival.
13. No exhibitors will have exclusive rights to products.
14. The Word On The Street Lethbridge will provide signage directing pedestrians to the various performance stages and vendor areas, but does not provide signage for exhibitor booths.
15. Exhibitors are responsible for collecting, bagging and removing their own garbage and recycling materials. Bins will be available on site.
16. The Exhibitor shall not use or permit the use of The Word On The Street's name, photos and/or logo without prior written permission from The Word On The Street Lethbridge representative.
17. The Word On The Street Festival may freely promote and publicize exhibitor's name and participation.
18. The Exhibitor agrees to abide by all by-laws, rules, directions, orders and regulations of the City of Lethbridge, Lethbridge Police and Fire Department, and other municipal authorities and the Festival.
19. If the Exhibitor fails to conform to these requirements, The Word On The Street Lethbridge may terminate this agreement without making any refund, and may remove the Exhibitor, its employees, servants or agents from the Festival and Festival grounds. The Word On The Street Lethbridge shall not be responsible for direct or indirect loss or damage of any kind or nature incurred by the Exhibitor as a result of the Festival's termination of this agreement.

### Important:

The Lethbridge Public Library is responsible for hosting and organizing the Festival. The Exhibitor agrees to indemnify and hold harmless The Word On The Street, the City of Lethbridge and the Lethbridge Public Library, and any other participants from and against any direct or indirect loss or damage to persons or property caused by any act of the Exhibitor, its employees, servants or agents. The Word On The Street shall not be held responsible for any direct or indirect loss or damage of any kind or nature, however caused, incurred by the Exhibitor, its employees, servants or agents, as a result of its occupation of exhibit space or other participation in the Festival.