



## LETHBRIDGE BOOK & MAGAZINE FESTIVAL

### 2024 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 The 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 for your business or organization, solicit donations, or sell merchandise, food or beverages, The 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 2024 Festival will be Saturday, September 21st, 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!**



The Lethbridge Public Library acknowledges that we are gathered on the lands of the Blackfoot people of the Canadian Plains and pays respect to the Blackfoot people past, present and future while recognizing and respecting their cultural heritage, beliefs and relationship to the land. The City of Lethbridge is also home to the Métis Nation of Alberta, Region III.

## Festival Audience

The 13th annual The Word On The Street Festival in 2023 showcased:

- Over 3,200 people in attendance throughout the day
- 40 marketplace vendors including local services and merchandise, food and beverage, publishers and non-profit groups
- Author readings, live music, story time and other children's activities, various workshops and panel discussions, and indigenous cultural programming.

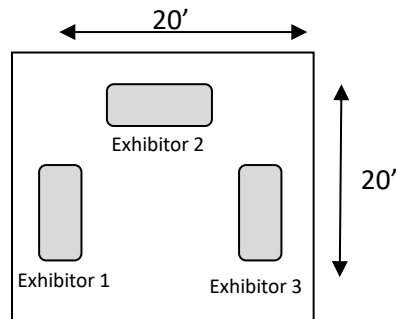
## Marketplace

### Types of Exhibitor Space

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

**Individual Author Tent Space** – you will get half of a 30" wide x 8' long table (shared by two authors) and one chair each inside a Marketplace Tent (limited availability and reduced rate)

**An Outside Space** - approximately 10' x 10' space, 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 dimensions of your set-up, when registering). **\*An outside space does not include tent, table or chairs. You must provide your own.**



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

## Exhibitors

### Exhibitor Fees

*\*\*The Marketplace space 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, July 19<sup>th</sup> 2024** for the early bird rate and by **Friday August 30<sup>th</sup>, 2024** for the regular rate. Exhibitor space will only be confirmed upon receipt of both the registration form and full payment.*

	<b>Early Bird Rate</b> (ends July 14 <sup>th</sup> )	<b>Regular Rate</b> (effective July 15 <sup>th</sup> )
Local Small Business, 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>\$50</b>	<b>\$75</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. Food vendors must provide

**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.*

**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 ideally be related to books, literacy, the arts, music or education as fitting in with the themes of the festival. Non-profit groups may sell merchandise or fundraise, but will be charged the business rate.

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

## Registration Form Link

<https://lethlib.wufoo.com/forms/the-word-on-the-street-2024-exhibitors/>

## Payments

An invoice will be issued when your registration has been processed. All payments for the Marketplace can be made by debit, credit card or cheque (payable to *Lethbridge Public Library*) by:

- Mail - 810 5<sup>th</sup> Avenue South, Lethbridge, AB T1J 4C4
- In person at the Main Branch of the Lethbridge Public Library, Monday to Friday 10 am to 4 pm
- By calling 403-380-7336, Monday to Friday 10 am to 4 pm
- We are not able to accept e-transfers

## Cancellations

In the event of exhibitor cancellation prior to August 30<sup>th</sup>, 2024 registration fees will be refunded, minus 15%. **\*There will be no refunds after this date.**

## Contact Information

For more information on the Marketplace, contact:

Santosh Kharka – Marketplace contact  
403-380-7336  
Email: [word@lethlib.ca](mailto:word@lethlib.ca)



## Exhibitor Regulations

1. Exhibitors are responsible for set-up & take down. Displays may be set up between 8:15 am and 10:15 am on Saturday September 21<sup>st</sup>, 2024. **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 21<sup>st</sup>, 2024. 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. Lethbridge Public Library, its officers nor its agents will be held responsible or liable for any manner of loss or damage that may occur to property or persons during times of move-in, event, and move-out. Vendors are responsible for all their materials and should always take adequate security measures.
  - a. All food & beverage vendors **must** provide proof of insurance “Certificate of Insurance” as evidence that insurance is maintained for their booth, including comprehensive general liability and property damage with a minimum limit of \$2,000,000.
  - b. The Certificate of Insurance must list “Lethbridge Public Library” as an additional insured.
  - c. Non-food and beverage vendors are strongly encouraged but not required to provide proof of insurance.
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. **Space heaters are not permitted, due to electrical constraints.**
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. Tent weights to be provided by the vendor.**
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, or Library policies and mandate.
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 an event program 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 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, or agents, as a result of its occupation of exhibit space or other participation in the Festival.