



THE **WORD** ON THE **STREET**

TORONTO BOOK & MAGAZINE FESTIVAL

# 2019 EXHIBITOR/ ADVERTISER REGISTRATION PACKAGE

HARBOURFRONT CENTRE, SUNDAY, SEPTEMBER 22, 2019  
EARLY BIRD REGISTRATION DEADLINE: APRIL 15, 2019

# ABOUT THE FESTIVAL

*Celebrating 30 years as Canada's largest festival of books and magazines*



A view of THE WORD ON THE STREET festival grounds at Harbourfront Centre from the tall ship *Kajama*.

## REACH READERS

Canada's largest book and magazine event provides you with the opportunity to:

- Connect with over 200,000 avid readers
- Join more than 250 exhibitors
- Showcase your recently published books and magazines in Canada's largest open air book market!
- Reach readers young and old in a family-friendly atmosphere: 85% of surveyed attendees describe themselves as avid readers, and 42% are families with children under 18.

## MAKE A SPLASH

THE WORD ON THE STREET is:

- An award-winning festival recognized by Festivals & Events Ontario and BizBash Magazine as one of Ontario's Top 100 Festivals
- Promoted through a \$550,000 print, broadcast, and digital advertising/marketing campaign
- Pleased to welcome back a significant number of return exhibitors each year. We hope you'll join them in 2019!

## VISITOR PROFILE

**65%**  
Female

**57%**  
25-54 Years old

**80%**  
From the GTA

**67%**  
From Downtown Toronto

**60%**  
Household income of over \$50,000

**80%**  
Have post-secondary degrees

**33%**  
Male

**33%**  
Accompanied by someone 14 or under

**20%**  
Are visiting from outside the GTA

**30%**  
From outside the GTA stayed overnight

**30%**  
Household income of over \$100,000

**31%**  
Have graduate degrees

# ABOUT THE FESTIVAL

## *Three Marketplaces on One Site*

### **FESTIVAL MARKETPLACE**

Reach the general public in this market. Our largest marketplace includes exhibitors from all categories who serve a primarily adult and youth (over 12 years old) audience.



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### **KIDSTREET**

Reach a family audience in this market. KidStreet includes exhibitors from all categories whose work is appropriate for children up to 12 years old.



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### **FRANCOPHONE AVE**

This marketplace was introduced in 2017 to highlight exhibitors of all categories whose work is in French and aims to reach a Francophone audience.



# EXHIBITOR CATEGORY DEFINITIONS

*“Congratulations on a superbly organized day! The energy, the opportunities to connect with other literacy groups, book sellers, parents, children and youth, and professionals made it an exhilarating experience.”*

– Carolyn Moras, Spelling Bee of Canada

## REGULAR EXHIBITORS

**Bookstores and other Retailers:** Companies whose primary business is the retail sale of books and magazines.

**Book Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of books or electronic books.

**Independent Authors:** Individuals representing their own work, whether traditionally or independently published. Authors are limited to only selling copies of their work at the festival. *Please note that independent authors are only eligible for a micro-booth size exhibit.*

**Magazine Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of print or electronic formats of one or more magazines. A magazine is a printed and bound periodical, available to the general public, and a publishing frequency of at least twice a year.

### Organizations

**Arts Organizations:** Entities that promote the arts, which are not-for-profit or charitable and are typically funded by donations from the private and/or public sector. *Also see specialty section option for charitable literacy organizations under Literacy Lane.*

**Libraries & Educational Institutes:** Organizations that provide a service to the community and exhibit at The Word On The Street solely to market these services. *Also see specialty section option for charitable literacy organizations under Literacy Lane.*

## SPECIALTY EXHIBITORS

**Literacy Lane:** This section is reserved for registered and practicing not-for-profit or charitable organizations that provide training for people to improve basic and functional skills in reading, writing, speaking, listening, and numeracy, or those that lobby, fundraise, and raise awareness about literacy issues and donate all proceeds directly to literacy organizations. *Private schools are not eligible for free space in Literacy Lane.*

**Writers Block:** This section is reserved for organizations whose members are authors and/or writers.

# EXHIBITOR REGISTRATION

*Early Bird Rate ends April 15, 2019.  
Regular Rate ends June 15, 2019.  
Registration closes July 15, 2019.*

		EARLYBIRD RATE	REGULAR RATE	LATE RATE
<b>BOOKSTORE</b>				
Large Chain	5+ Outlets	\$2,250	\$2,500	\$2,750
Local Chains, Resellers		\$1,000	\$1,250	\$1,500
Single Location		\$775	\$825	\$900
Micro		\$450	\$500	\$550
<b>MAGAZINES</b>				
Large/Multi-title	Circulation 100,000+	\$2,250	\$2,500	\$2,750
Medium	Circulation 40,000+	\$1,000	\$1,250	\$1,500
Small	Circulation <40,000	\$775	\$825	\$900
Micro	Circulation <10,000			
Full		\$275	\$325	\$400
Shared		\$150	\$175	\$200
<b>ORGANIZATIONS</b>				
Educational/ Library	See Category Definitions (Page 4)	\$1,500	\$1,750	\$2,000
Arts Organizations	See Category Definitions (Page 4)	\$775	\$825	\$900
Writers Block	See Category Definitions (Page 4)			
Full	See Category Definitions (Page 4)	\$275	\$325	\$400
Shared	See Category Definitions (Page 4)	\$150	\$175	\$200
Literacy Lane	See Category Definitions (Page 4)			
Literacy Organizations		\$ -	\$ -	\$ -
<b>PUBLISHERS/DISTRIBUTORS</b>				
Large	40+ Titles/yr	\$2,250	\$2,500	\$2,750
Medium	21-39 Titles/yr	\$1,250	\$1,500	\$1,750
Small	6-20 Titles/yr	\$775	\$825	\$900
Micro	2-5 Titles/yr	\$450	\$500	\$550
<b>INDEPENDENT AUTHORS</b>				
Micro-Full	See Category Definitions (Page 4)	\$275	\$325	\$400
Micro-Shared	See Category Definitions (Page 4)	\$150	\$175	\$200
<b>FOOD VENDORS</b>				
Food Truck		\$900	\$1,000	\$1,200
World Cafe		\$700	\$800	\$1,000
Snack Booth		\$450	\$500	\$600
<b>STANDARD RATE</b>				
		\$2250	\$2500	\$2750

# EXHIBITOR REGISTRATION

*“We truly enjoyed ourselves at the festival. We sold a bunch of books and met all kinds of people. Bakka Phoenix is a specialty bookstore, so The Word On The Street was a wonderful opportunity for us to meet readers from outside our usual base.”*

– Bakka Phoenix Bookstore

## BOOTH ASSIGNMENT

Booth locations will be assigned by festival staff with consideration for special requests from exhibitors, festival traffic flow, and the goals of **THE WORD ON THE STREET TORONTO**. The festival reserves the right to limit the number of booths spaces available in each category. Once these spaces have been filled, applicants may opt-in to our exhibitor waitlist.

## PAYMENT & CONFIRMATION

All applications are subject to review and approval by festival staff. Registration will be confirmed upon full payment of your festival invoice. Exhibitor Fees may be paid by cheque or credit card.

## ADD-ONS

Extra 6' Tables	<b>\$25.00 each</b>
Extra 8' Tables	<b>\$30.00 each</b>
Extra Chairs	<b>\$5.00 each</b>
New Signage	<b>\$25.00 per sign</b>
Electrical Power (15 amp outlet)	<b>\$170.00</b>

*It is strongly recommended that vendors cover tables with linens. Electrical power is restricted to several areas on the festival site. Please refer to the site map for best placement, however requests for electricity cannot be guaranteed.*

New exhibitors are required to purchase an exhibitor sign for a fee of \$25 + HST. Returning exhibitors have the option of re-using their exhibitor sign from previous years or ordering a new sign(s).



# EXHIBITOR LAYOUTS

## REGULAR MARKETPLACE, KIDSTREET, AND FRANCOPHONE AVE. EXHIBITORS

### A: Full Booth

This Full-Size Booth includes: 100 sq. ft. of space, two tables (one 8' table and one 6' table), two chairs, and booth number under a canopy.

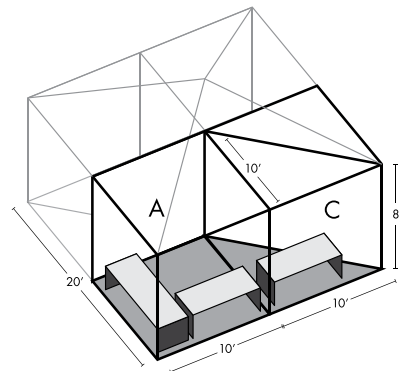
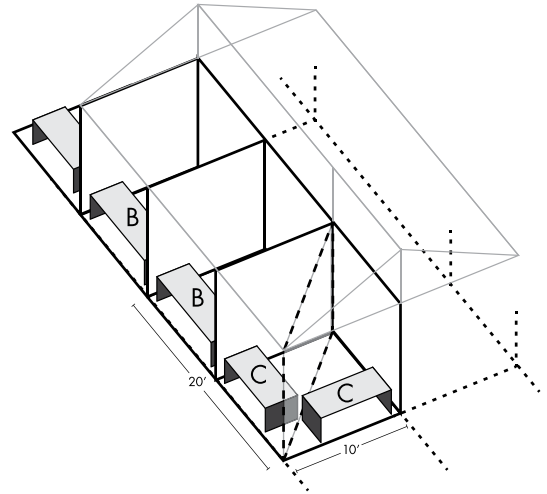
### B: Micro Booth

This Micro Booth includes: 100 sq. ft. of space, one 8' table, two chairs, and booth number under a canopy.

### C: Micro Booth

One Micro Booth includes: 50 sq. ft. of space (1/2 of a full-size booth, split diagonally), one 6' table, two chairs, and booth number under a canopy.

*Tent sizes may vary (20' x 40', 20' x 60', etc) but booth sizes will remain as stated above.*



## SPECIALTY EXHIBITS

This section includes exhibitors in Writers Block and Literacy Lane.

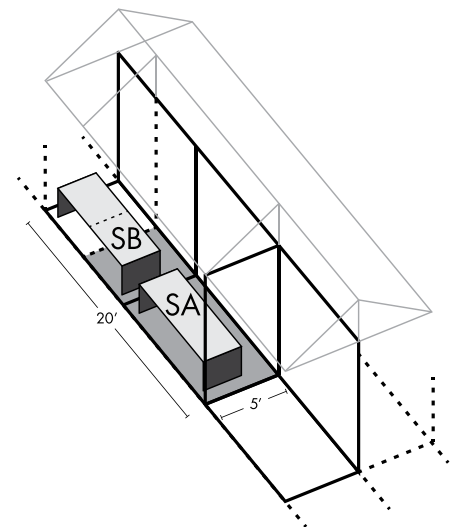
### SA: Full-Size Specialty Booth

One Full-Size Specialty Booth includes: One 8' table, two chairs, and booth number under a canopy.

### SB: Micro Specialty Booth

One Micro Specialty Booth includes: Half an 8' table, one chair, and booth number under a canopy.

*Tent sizes may vary (20' x 40', 20' x 60', etc) but booth sizes will remain as stated above.*



**PLEASE NOTE:** Tablecloths are NOT provided. • Displays must be contained within the measured booth dimensions. • Additional furniture must fit within the dimensions of your booth space. • Specialty exhibitors cannot rent additional tables due to space limitations, and cannot receive power.

# ADVERTISE WITH US

*Get your message and name out to your customers with The Word On The Street!*



With your registration, your exhibit is automatically listed in:

- **THE WORD ON THE STREET's** Official Festival Program or KidStreet Festival Guide\*\*
- Toronto Star Festival Guide\*
- **THE WORD ON THE STREET's** website
- **THE WORD ON THE STREET** Official App

In addition to this, **THE WORD ON THE STREET** has many promotional opportunities available to its Exhibitors to spread the word about you, and where to find you on festival day.

Last year, we had an estimated 180,000+ visitors attend our 29th festival, 73% of whom view our Festival Programs as valuable buying guides at the festival and for future purchases. Our high-quality Festival Programs have become the number one tool used by festival-goers to learn about and get around the festival. Read further for more information about how **THE WORD ON THE STREET** can help you expand your name and reach!

Not only can you place print ads in our Programs, Festival Special Listings are available for both the Festival Program and KidStreet Festival Guide, and Enhanced Web Listings can now feature a short product summary, a website link, and your company logo.

\*Pending sponsorship renewal.

\*\*Must register before July 15, 2019

<b>CIRCULATION</b>	<b>8<sup>k</sup></b> Festival Program	<b>5<sup>k</sup></b> KidStreet Festival Guide	<b>80<sup>k</sup></b> Readership (Print & Digital)	<b>20.5<sup>k</sup></b> Social media network	<b>134<sup>k</sup></b> Pageviews in September '18
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# PRINT ADVERTISING

**THE WORD ON THE STREET's Official Festival Program** and **KidStreet Festival Guide** provide valuable information about the festival to our visitors. The Programs are the number one tool used by festival attendees to learn about and get around the festival. Advertising with **THE WORD ON THE STREET** provides you with the opportunity to put your organization up front and centre with over 80,000 readers!

## DISTRIBUTION

Festival Programs are distributed throughout Toronto prior to the festival at:

- Four key TTC stations during rush hour in September
- 101 Toronto Public Library branches
- Select downtown Toronto Starbucks locations
- Select Toronto bookstores
- Toronto City Hall
- Harbourfront Centre
- Select small businesses
- Select TDSB schools
- Toronto Community Centres

Festival Programs are also distributed at each of our Information Booths on Festival day



## PRINT ADVERTISING RATE CHART

	COLOUR	DIMENSIONS (W X H)	PRICE
<b>FESTIVAL PROGRAM</b>			
Outside Back Cover	4C	5.1875" x 8.1875"	\$1500.00
Inside Front/Back Cover	4C	5.1875" x 8.1875"	\$1250.00
Full Page	4C	5.1875" x 8.1875"	\$995.00
1/2 Page Horizontal	4C	5" x 3.875"	\$595.00
1/4 Page	4C	2.2" x 3.875"	\$350.00
Exhibitor Special Listing	B+W	40 words maximum	\$150.00
<b>KIDSTREET FESTIVAL GUIDE</b>			
Outside Back Cover	4C	5.1875" x 8.1875"	\$1250.00
Inside Front/Back Cover	4C	5.1875" x 8.1875"	\$1100.00
Full Page	4C	5.1875" x 8.1875"	\$900.00
1/2 Page Horizontal	4C	5" x 3.875"	\$500.00
1/4 Page	4C	2.2" x 3.875"	\$300.00
Exhibitor Special Listing	B+W	40 words maximum	\$125.00
<b>ENHANCED WEB LISTING</b>			
		40 words maximum	\$50.00

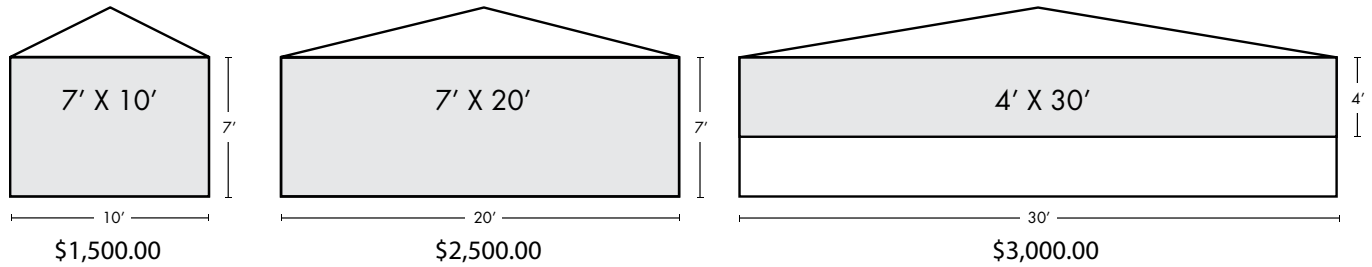
# BANNER/BILLBOARD AD SIZES AND RATES

*Put your company in front of the eyes of over 200,000 readers and book lovers!*

## BANNER BILLBOARD OPPORTUNITIES

Make a huge impact on festival day with on-site banner billboard advertising. These eye-catching displays are located in high-traffic areas and are guaranteed to get your message across in a big way to up to 200,000 attendees!

## BANNER SIZE OPTIONS



# EXHIBITOR REGULATIONS

*Please read these important regulations before registering online.*

1. **THE WORD ON THE STREET** exhibits will be located at Harbourfront Centre and open to the public from 10:00a.m. to 5:00p.m. on Sunday, September 22, 2019. Exhibits must be set-up by 9:30a.m., and not dismantled before 5:00p.m.
2. During festival hours, the site will be closed to all vehicular traffic, with the exception of Harbourfront Centre Parking entrance. Load-in and load-out times will be sent to Exhibitor via email weeks prior to Festival date. The Exhibitor agrees to remove their exhibit and any equipment, garbage and/or appurtenances from the Festival site on Sunday, September 22, 2019. Failure to do so will result in fines to the Exhibitor.
3. Exhibitors may register online through **THE WORD ON THE STREET** website. If an Exhibitor is unable to register online, please contact **THE WORD ON THE STREET** via email to make special arrangements. Exhibitor approval and booth assignment shall be completed in consideration of applicant requests, special needs, electrical requirements, festival traffic flow, and the goals of **THE WORD ON THE STREET** as determined by its staff and board of directors. The festival reserves the right to limit the number of booths available at any price point or exhibitor category. Exhibitor registration will be confirmed by email upon full payment of your festival invoice. Failure to pay by the invoice due date may result in loss of Early Bird or Regular Rate pricing.
4. The Exhibitor agrees to occupy the space assigned by **THE WORD ON THE STREET** for the duration of the Festival and to pay the rental fee specified for their company in the registration form. Exhibitors are not permitted to rent or share their booth with another party unless otherwise agreed to by **THE WORD ON THE STREET**. **THE WORD ON THE STREET** reserves the right to limit the number of booths per Exhibitor.
5. Where the Exhibitor has been granted permission to rent or share their exhibitor space with other parties, **THE WORD ON THE STREET** may require the Exhibitor to provide information not limited to the names and contact information of all parties as well as the terms and pricing of all such agreements.
6. The Exhibitor agrees to indemnify and save harmless **THE WORD ON THE STREET**, its partners, Harbourfront Centre and any other Festival participants from and against any direct or indirect loss or damage to personal property caused by any act of the Exhibitor, its employees, servants or agents. **THE WORD ON THE STREET** and its partners, Harbourfront Centre, shall not be responsible for any direct or indirect loss or damage of any kind or nature, however caused or incurred by the Exhibitor, its employees, servants or agents, as a result of its occupation of exhibit space or other participation in the Festival.
7. The Exhibitor will exhibit in a proper manner, and will keep the exhibit space open and staffed at all times during Festival hours. For visitor safety and to improve traffic flow, displays must not protrude beyond the measured booth dimensions. **THE WORD ON THE STREET** reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. **THE WORD ON THE STREET** shall have the final decision as to what constitutes a proper exhibit and such decision shall be final and binding. If for any reason any exhibit or its contents are deemed objectionable, the exhibit will be removed without refund. This provision includes persons, things, conduct, or any item or attire that may be considered objectionable to the Festival's intent. **THE WORD ON THE STREET** further reserves the right to relocate exhibits when, in its opinion, such relocations are necessary to maintain the character and/or good order of the Festival. If the Exhibitor fails or refuses to conform to these requirements, **THE WORD ON THE STREET** may terminate this agreement without refund and may eject the Exhibitor, its employees, servants or agents from the Festival. **THE WORD ON THE STREET** shall not be responsible for direct or indirect loss or damage of any kind

# EXHIBITOR REGULATIONS

*Please read these important regulations before registering online.*

or nature incurred by the Exhibitor as a result of the Festival's termination of this agreement as provided for herein.

8. **THE WORD ON THE STREET** will have the right to adopt such rules and regulations as to the contract or parties prior to, during and after the Festival as in its discretion it deems to be in the best interest of the Festival. The Exhibitor agrees to abide by and be bound by all rules and regulations or general application that may be issued by **THE WORD ON THE STREET** and all by-laws, rules, directions, orders and regulations of the City of Toronto Police Services, Toronto Fire Services, and/or other municipal authorities, and **THE WORD ON THE STREET**. References to the Festival hereto shall be deemed to include any duly authorized representative, agent or employee of **THE WORD ON THE STREET**.
9. Exhibitors are responsible for maintaining their exhibit space during festival hours. This includes covering tables with linens where possible and collecting and bagging their own garbage, and removing it. Garbage can be removed from the Festival site by the exhibitor or brought to the bins located on site at the festival. The Festival provides a package that includes garbage bags. Detailed instructions on the disposal of garbage at the Festival will be sent to Exhibitor close to the Festival date. PLEASE come prepared to keep our site clean.
10. No one other than the official contractors designated by the Festival, or such contractors as have been approved in writing by **THE WORD ON THE STREET**, shall connect or disconnect any utility or service, install wiring or spotlights or do any other electrical or carpentry work.
11. No signs or advertising devices shall be displayed at the Festival site other than in those areas set aside by the Festival for such purposes. All signs shall be subject to the prior approval of **THE WORD ON THE STREET**.
12. No food or beverages shall be distributed at the Festival without prior consent of **THE WORD ON THE STREET**.
13. The Exhibitor shall not use or permit the use of **THE WORD ON THE STREET**'s name and/or logo without prior written approval by **THE WORD ON THE STREET**.
14. All Exhibitor draws and promotional giveaways must be approved by **THE WORD ON THE STREET** prior to the Festival and be free and clear of any financial obligation on the part of the winner. Contest terms and conditions, and a list of all prizes with their value must be clearly posted in compliance with the Competition Act of Ontario. The Festival reserves the right to cease any draws that do not meet with above mentioned criteria.
15. Balloons of any kind are prohibited at Harbourfront Centre and in surrounding areas.
16. Proselytizing of a religious or political nature is not permitted anywhere on the Harbourfront Centre site. **THE WORD ON THE STREET** reserves the right to remove exhibitors who refuse to comply.
17. **Cancellation Policy:** Up until June 1, 2019, Exhibitors will receive a refund of the fees paid less an administrative fee of 25%. Exhibitors who cancel on or after June 1, 2019, but before July 31, 2019 receive a refund of the fees paid less an administrative fee of 50%. No refund will be made to exhibitors who cancel on or after July 31, 2019. There will be a \$40 fee applicable to all NSF cheques.
18. All matters and questions not covered by these rules and regulations are subject to the decision of **THE WORD ON THE STREET**. In addition, the Festival shall have full discretion in the interpretation and enforcement of all rules contained herein and the authority to make such amendments thereto and such further rules and regulations governing the conduct of the participation in the Festival as it shall consider necessary for the proper presentation of **THE WORD ON THE STREET**.

# ADVERTISER REGULATIONS

1. To reserve space, complete and submit the Advertising Reservation Online Form with your Exhibitor Registration. If you are not an Exhibitor or are placing advertising later, please contact [exhibitors@thewordonthestreet.ca](mailto:exhibitors@thewordonthestreet.ca).
2. All ads must be paid in full, including production charges, by the material deadline of **July 14, 2019**. All ad artwork is due on the same day.
3. Web content must be received by **August 9, 2019**. Payment will not be refunded if Advertiser's materials or content are not received as stated above.
4. All rates, unless otherwise specified, are based on plate-ready advertisements. Production charges for type, proofs, scans, halftones, etc. will be billed to the advertiser. **THE WORD ON THE STREET** assumes no liability for errors or omissions.
5. Advertisements are accepted upon the representation that the Advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the Advertiser and its agency agree to hold harmless **THE WORD ON THE STREET** against any expense or loss by reason of any claims arising out of publication.
6. No cancellations of space reservation will be permitted after the closing dates.
7. **THE WORD ON THE STREET** cannot guarantee specific layout positioning, but will consider requests for position subject to availability. **THE WORD ON THE STREET** has the absolute right to determine layout positioning.
8. The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that **THE WORD ON THE STREET** does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
9. **THE WORD ON THE STREET** reserves the right to reject any advertisement that is not in keeping with the publication's standards. **THE WORD ON THE STREET** reserves the right to reject any web content that is not in keeping with its brand standards and policies. All orders are accepted on the terms and conditions outlined above.



*We hope that you will consider joining us for this momentous year!*

For more exhibitor information, please contact:

**KIRSTEN BRASSARD**

416-504-7241 | [exhibitors@thewordonthestreet.ca](mailto:exhibitors@thewordonthestreet.ca)