

DATE RCVD: _____ AMT. _____ CHECK #: _____ VENDOR# _____

HARTFORD, CT

THE HARLEM BOOK FAIR 2007

EXHIBITOR APPLICATION FORM

PLACEMENT IS ON A FIRST COME FIRST SERVED BASIS
(PLEASE PRINT OR TYPE)

FINAL PLACEMENT DEADLINE: AUGUST 15, 2007

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.)**

*We do ___ do not ___ plan to sell books or book-related materials. *Will you bring a tent? ___ *How many tables will you use? ___

***(ANSWERS REQUIRED. APPLICATION WILL NOT BE PROCESSED WITHOUT INFORMATION.)**

Describe in detail how you will utilize your space: _____

(use back of page, if necessary)

Space Reservation

I/We would like to apply for _____ exhibitor space(s) for HBF Hartford, Saturday September 15th at the Hartford Public Library, 500 Main Street, Hartford, CT., from 10:00 am to 5:00 pm. The Book Fair is held rain or shine and refunds are NOT issued for inclement weather. **Exhibitors receive one 6' table and two chairs with their completed reservation. Full payment is due with the completed exhibit application form.** Your participation indicates agreement with all terms.

You will receive placement confirmation immediately upon acceptance. BRING A COPY OF THIS FORM AS PROOF OF REGISTRATION.

Exhibitor Fees (Register Early! Placement in Response Order)

Independent Press	\$150
Children's Book Publisher or Small Press.....	\$150
Book Vendors.....	\$125
Not-for-profit Organizations	\$ 50
Individual or Self-Published Author	\$100
(Single or multiple titles by same author. Multi-author, use Indie press rate)	
Art & Cultural Vendors/Retailers.....	\$125
Food Vendors.....	\$200

Total Enclosed \$ _____

CREDIT CARD APPLICATIONS CAN BE FAXED TO 860.722.6870. WE ACCEPT VISA/MC/AMEX

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

Signature: _____ Print name: _____ Date: _____

**Please make checks payable to TALA, Inc./The Harlem Book Fair
Mail to Hartford Public Library Attention: AmySailor
500 Main Street Hartford, CT 06103**

For additional information, call (860) 695.6324 or Fax (860) 722-6870 **GENERAL EXHIBITOR INFORMATION**

GENERAL EXHIBITOR INFORMATION, p1.

Weather

- The Book Fair is held rain or shine and refunds are NOT issued if the weather is inclement.
- The event is only canceled if weather is deemed “dangerously inclement”. Otherwise, operations continue!
- Please protect your equipment, supplies and/or merchandise from inclement weather, The Book Fair is not responsible for any damage to your displays or merchandise.
- You should bring plastic wrap/tarp to protect exhibits.
- Dress seasonably.

Noise and Music

- Live music will take place during the Book Fair. 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. Sanitation will have trashcans throughout the area and HBF staff will monitor the Book Fair continuously. You are responsible for recycling or placing your trash in bins. **If the Book Fair needs to clean your space at breakdown, you will be charged a base fee of \$50 on future registrations.**

Liability

The Harlem Book Fair, QBR The Black Book Review, the Hartford Public Library, and TALA (The Africana Literature Archives) 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 Harlem Book Fair-Hartford 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 Book Fair; 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.
- Tables must have tops and skirts.
- **The Book Fair 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.

GENERAL EXHIBITOR INFORMATION, p2.

Change

Each vendor is responsible for making change for customers; HBF-Hartford will not have change available.

Security

- **Security officers contracted by HBF-Hartford will patrol the grounds for the duration of the event day.**
- The Harlem Book Fair 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/hand bags visible, etc.

Taxes and Licenses

You are responsible for collecting any taxes as required by Hartford and the State of Connecticut.

Lighting and Electricity

As a daytime event, HBF-Hartford provides neither lighting nor electricity.

Open for Business!

- The Harlem Book Fair-Hartford is held rain or shine on September 15, 2007.
- Hours of operation are Saturday, 11am-5pm.
- There are no rain dates.
- Exhibitors need to be open for the ENTIRE Fair.

Set-up

Set-up will commence at 8:00 a.m. Food vendors will commence at 7:30 a.m.! BRING DOLLIES! You will receive email confirmation assigning your closest loading area based on your space location.

Vehicle Access

- **BRING DOLLIES! Absolutely NO vehicles are permitted on the grounds during the Book Fair's setup period. In the interest of public safety, we cannot make exceptions.**
LOADING AREA
- All vehicles must leave the Harlem Book Fair your assigned LOADING AREA by 10:30 am on Saturday.
- Vehicles may not return to the event for breakdown until the Harlem Book Fair authorizes the re-opening of the streets for exhibitors (*approximately* 5:15pm - **but this could be later depending upon the public's exit of event grounds**).

Regulations

- **The Book Fair has adopted a 80/20 policy; that is, books or items related to the written word must comprise 80% of our exhibits; sidelines such as clothing, jewelry, art, etc. may not comprise more than 20 percent.**
- You must stay in your assigned space, and sell or distribute only those items explicitly mentioned in your application.
- The Harlem Book Fair-Hartford reserves the right to eject any merchandise, literature, give-aways, decorations or other items/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. You may share your space or any portion of your space. We reserve the right to move your space at any time during the event if needed.
- A general note: traffic not related to the Book Fair is prohibited on the grounds during set-up.

Break-Down

- It is logistically impossible for an exhibitor to breakdown early on any given day.
- Exhibitors: please use patience during the breakdown period. We know you eager to dismantle, but the safety of our Fair-goers get first priority. Cars will enter the Book Fair grounds after 5 p.m.
- We will have policed security; however, the HBF-Hartford recommends that you take valuable or irreplaceable items/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/trash bin when you leave. **If the Book Fair needs to clean your space at breakdown, you will be charged a base fee of \$50 on future registrations.**