

## 2014 Exhibitor Registration Package

### FESTIVAL DETAILS

The Vancouver Book and Magazine Fair Society is a non-profit, charitable society whose mandate is to foster awareness and appreciation of the written word; and to involve the public in a celebration focusing on the importance of literacy in the lives of all Canadians.

The 20th Annual Word Vancouver Festival will take place Wednesday, September 24, to Sunday, September 28, 2014. Exhibitors will only participate on Sunday, the main Festival day, from 11:00 am to 5:00 pm at Library Square in beautiful downtown Vancouver.

#### The Festival Program

12,000 copies of our 64-page Festival Program are distributed throughout Metro Vancouver. It features detailed descriptions of Festival events, as well as listings for all exhibitors.

As an exhibitor, you get a free listing with a 15-word blurb in the official Program Guide. For additional exposure you may purchase advertising space in the Program Guide. Please see our Advertising Rates on page 4 and/or participate in the Book Bag Treasure Hunt (details on page 3).

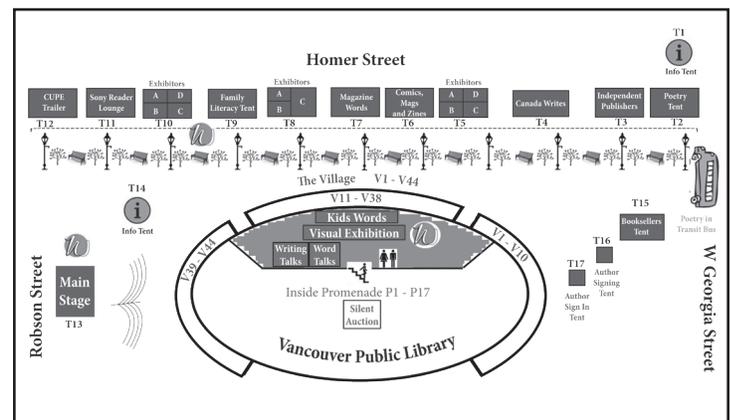
#### Festival Audience

By participating in Word Vancouver, you'll connect with the people who matter most to you: those who love to read, buy books and magazines, and care about literacy in Canada.

- Attendance figures of up to 40,000 people.
- Audience is predominantly female (75%) and a wide range of ages (0 to 100!).
- Typically just over one in five visitors bring children with them.
- Over half of the children in attendance are 8-12 years old.
- Attendees' hobbies (aside from reading) range from cultural activities (film, music, art) to outdoor activities. Many listed crafts, gardening, and cooking too.

### IMPORTANT EXHIBITOR DETAILS

- Exhibitors may choose to be located in the **Village on Library Square**, in a **tent on Homer Street**, or **inside the library** on the lower level (see Sample Site Map for locations and page 4 for pricing). Homer Street will be closed to all traffic.
- For the **early bird rate**, registration must be made on the form provided and mailed with full payment by **February 28, 2014**.
- For the **regular rate**, registration must be made on the form provided and mailed with full payment by **June 20, 2014**.
- If space is sold out upon receipt of your registration form, you will be notified and given the option to be placed on a **waiting list**.
- **Exhibitors are subject to a cancellation fee.** For cancellation prior to June 30 the fee is 10% of the total value of the space assigned. There will be no refunds for cancellations after June 30, 2014.
- **Exhibitors will be emailed a package** that includes their location and other related information in the first week of September.
- Exhibitors will be responsible for the set-up of their own exhibit.
- **The exhibitor areas will be available for set-up from 8:00 am** on Sunday, September 28, 2014. Booths must be up and vehicles removed from the site by 9:30 am.
- **Exhibitor booths must be staffed at all times.** The Festival officially opens at 11:00 am. No displays are to be dismantled or goods removed until the official end of the Festival at 5:00 pm.
- **Exhibitors agree to remove their exhibits** (equipment, all display materials, and any packaging, boxes, or garbage) **from the Festival site by 6:00 pm.** In the event of failure to do so, exhibitors will be billed for any costs incurred.
- **Be prepared: Dress accordingly!** We can't control the weather, so you may wish to bring rain gear or other appropriate articles of clothing. Please note that even on sunny days, many exhibitors are in the shade. Also, if it's windy and/or rainy, you will want to bring paperweights and/or protective coverings for your display items. The Festival shall not be held responsible for any losses and/or damages incurred during the Festival.
- If you have a **preferred booth or table location** in mind, please let us know on the application form; however, given the obvious limitations of space, we cannot guarantee a specific location (particularly if you want a specific Village spot around the library). We'll do our best to honour your request. The sooner you submit your application, the more possible it will be.
- **Word Vancouver does not provide signage for your booth.** The Festival will provide numbered signs on the booths that correspond to the listings in the Program Guide.
- If you are participating in the **Book Bag Treasure Hunt**, the Festival will supply you with a Book Bag Sign to let visitors know you are participating.
- Exhibitors may bring their own **additional chairs** or order them from the Festival.
- **Exhibitors are permitted to sell their products.**



Sample Site Map

## 2014 Exhibitor Registration Package

Page 2

### BOOTH AND ORGANIZATION TYPES (See page 4 for pricing details)

In most cases, the type of exhibitor space is determined by your type of organization. Please review the following booth and organization types. If your organization is not defined by these categories, please select OTHER and elaborate on the registration form.

### EXHIBITOR TABLES

**Inside Lower Level Tables** consist of either one skirted eight-foot table with three chairs or one skirted six-foot table with two chairs. (\* There will be a limited number of inside tables available so early registration is recommended.) **Outside Village Tables** consist of one skirted six-foot table and two chairs under partial cover around the exterior of the library. Please note that Village tables are for six feet of frontage. If bringing your own second table, it must go behind the one we provide. If you wish to have two tables with side-by-side frontage, you need to purchase a second Village Table space. Village tables will be located around the west perimeter of the library or in a tent on Homer Street. (\* Village tables are limited; thus they are sold on a first-come first-served basis and usually fill up fast, so it is recommended that you register early.)

**Micro Book Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of fewer than 4 books or electronic books per year.

*Publishers may sell any books they have produced including new titles, out-of-print, and remaindered titles.*

**Micro Magazine/Newspaper Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of print or electronic formats of 1 magazine or newspaper with a circulation of less than 5,000.

*A magazine is a printed and bound periodical (or e-magazine) available to the general public. It may not have more than 70% advertising content (averaged over the year); must be at least 80% Canadian-owned; and use the original work of Canadian writers, artists, and photographers as a substantial part of its content.*

**Self-Published Authors:** authors who have published their own work without the assistance of an established publisher.

**Independent Booksellers:** Companies with 1 location whose primary business is the retail of books and magazines.

#### Other Types:

**Associations:** Entities whose membership includes organizations or individuals from the book and magazine industry.

**Arts Groups & Non-Profit Organizations:** Entities that promote the arts, which are not-for-profit or charitable, and are typically funded by grants and donations.

**Educational Institutions:** Private or public entities that provide instructional services to individuals or education-related services.

**Libraries:** A place in which literary and artistic materials, such as books, periodicals, newspapers, pamphlets, prints, records, and tapes, are kept for reading, reference, or lending.

**Literacy Organizations:** Practicing non-profit or charitable organizations that provide literacy programs and/or services for adults and/or children.

*Free space may be available if your organization provides programs and/or services that encourage basic literacy skills. Free spaces are limited and are subject to approval. You must apply by June 1 and will be notified of our decision by June 30.*

**Multimedia Organizations:** Entities that provide products that integrate diverse media such as text, sound, images, and video, which usually entail an element of interactivity where the user controls the content through searching, indexing, altering, or otherwise interacting with the medium.

**Independent Comics, Zines, Publishers, Alternative Groups, and Artists:** Small and independent alternative publishers with print runs of less than 100 and no employees.

*As there is no Word Under The Street category this year, these exhibitors will have a special rate until March 28. See page 4 for more details.*

### TENT BOOTHS

**Tent Booths** are located in 20-foot square tents on Homer Street and are available in three forms - ¼ Tent, ½ Tent, and Full Tent (see diagram for details). All Tent Booths are equipped with a canopy, skirted tables, and chairs. ¼ Tent Booths come with two eight-foot tables and four chairs; ½ Tent Booths, four eight-foot tables and up to eight chairs; and Full Tent Booths, 8 eight-foot tables and up to 16 chairs.

#### Large-Scale Exhibitors:

**Chain Booksellers:** Companies with 5 or more locations whose primary business is the retail of books and magazines.

**Large Book Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of 30 or more books or electronic books per year.

**Large Magazine/Newspaper Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of print or electronic formats of 2 or more magazines or newspapers.

*A magazine is a printed and bound periodical (or e-magazine) available to the general public. It may not have more than 70% advertising content (averaged over the year); must be at least 80% Canadian-owned; and use the original work of Canadian writers, artists, and photographers as a substantial part of its content.*

#### Small-Scale Exhibitors:

**Independent Booksellers:** Companies with 1-4 locations whose primary business is the retail of books and magazines.

**Small/Medium Book Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of 5-29 books or electronic books per year.

**Medium Magazine/Newspaper Publishers & Distributors:** Companies whose primary business is the publishing and/or distribution of print or electronic formats of 1 magazine or newspaper with a circulation above 5,000.

*A magazine is a printed and bound periodical (or e-magazine) available to the general public. It may not have more than 70% advertising content (averaged over the year); must be at least 80% Canadian-owned; and use the original work of Canadian writers, artists, and photographers as a substantial part of its content.*

**Other Industry-Related Exhibitors:** Any organization or corporation related to the literary, literacy, or publishing industries.

**Other Types:** \* Please see descriptions under Exhibitor Tables

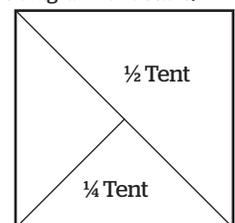


Diagram of a 20-foot square tent

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### MORE PARTICIPATION OPTIONS

Show your support for the Festival and benefit from the wonderful exposure it will give you and/or your organization! There are several ways to become more involved with Word Vancouver:

#### Place an Ad in the Program Guide

Place an advertisement in the official program. You'll capitalize on this publication's high pick-up rate and great exposure in coffee shops, public libraries, bookstores, etc. 12,000 copies of our 64-page program are distributed throughout the Lower Mainland.

#### Join the Book Bag Treasure Hunt

Participating in the Book Bag Treasure Hunt is an excellent way to increase your presence at the Festival and drive visitors to your booth. For \$50 your name will appear on 100 book bags, and on the day of the Festival attendees will purchase these book bags and collect free merchandise from you and other participating exhibitors. The merchandise must be an item given only to Book Bag Treasure Hunt participants.

#### Adopt an Author

The Author Adoption program was conceived not only as a fundraising initiative for the Festival, but as a way of making meaningful connections with the community at large. Anyone can become part of the fun and have their name associated with a lively cultural event promoting literacy and the written word.

How? Simply make a \$100 donation to Word Vancouver to "adopt" one of the authors appearing at the Festival. You could find yourself adopting an award-winning author or an emerging writer you have yet to discover. If you like, you can specify a genre or author: children's book or cook book, poet or a playwright.

You get the following benefits:

- An "adoption" certificate in the mail informing you of your adopted author and the time and location of his/her reading;
- A signed copy of the author's book for your own library;
- Be named as the presenter of your author's reading in the official program (distributed in September throughout Metro Vancouver);
- At the reading venue, your name will be announced when your author is introduced. Be sure to meet your author and get your book autographed. If you are unable to attend the reading, the book will be mailed to you.

#### Donate to our Silent Auction

Step up to the Silent Auction. If you have something to donate to the auction, please call or email us. You can also drop by the library promenade during Festival hours and place your bid on a stellar assortment of valuable items and services. There are bargains to be had on items such as restaurant meals and gift baskets, and your contribution supports this free event.

#### Become a Sponsor

Attach your name to a piece of the Festival action. This can be as big as sponsoring an entire reading stage, or as simple as "adopting an author" for \$100. Contact us about sponsorship benefits tailored to your marketing objectives.

#### Display/Distribute Posters, Programs & Bookmarks

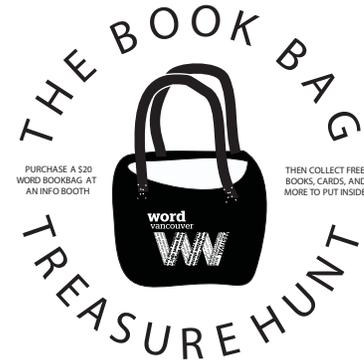
Help us promote Word Vancouver by displaying an 11" x 17" poster, or if you have the space, a transit shelter-sized poster (47½" x 68¼"). You can also distribute Festival programs and bookmarks.

#### Become a Member

Become a member of the Vancouver Book & Magazine Fair Society. For \$20 on site, you can sign up and be entered to win a prize (TBA)!

#### Suggest Ideas for Festival Programming

If you have a great idea for our Festival programming, be sure to let us know. We're always looking for fresh ideas and talent, and we look forward to making this year's Festival the biggest and best ever. We love to experiment, so if you have any suggestions, please let us know. We're also interested to hear your ideas about visual exhibits, performances, word games of all kinds, and more. Contact us in March/April regarding programming.



### EXHIBITOR REQUIREMENTS & REGULATIONS

1. Although Exhibitor booths are sheltered and there will be site security, Exhibitors should insure themselves and their property.
2. Word Vancouver does not censor books or other materials displayed by the Exhibitor; however, the laws of Canada apply. If for any reason an exhibitor or its contents are deemed objectionable by the Festival, the exhibit will be removed without refund.
3. The Festival will have the right to adopt such rules and regulations as the contract or parties decide upon prior to, during, and after the Festival at its discretion and deemed to be in the best interest of the Festival. The Exhibitor agrees to abide by all by-laws, rules, directions, orders, and regulations of the City of Vancouver Police, Fire Department, and/or other Municipal authorities and the Festival.
4. The Exhibitor will keep the Exhibitor space open and staffed at all times during the Festival. The Festival reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. The Festival reserves the right to relocate exhibits when, in its opinion, they are necessary to maintain the character and/or good order of the Festival.
5. If the Exhibitor fails to conform to these requirements, Word Vancouver may terminate the agreement without making any refund and may eject the Exhibitor, its employees, servants, or agents from the Festival and Festival grounds. Word Vancouver 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.
6. The Exhibitor agrees to indemnify and save harmless Word Vancouver, the City, and any other participants from and against any direct or indirect loss or damage to persons or property caused by any act of the Exhibitors, its employees, servants, or agents. Word Vancouver shall not be held responsible for any direct or indirect loss or damage of any kind or nature, however caused, incurred by the weather, the Exhibitor, its employees, servants, or agents as a result of its occupation of exhibit space or other participation in the Festival.

**2014 Exhibitor Registration Package**

**BOOTH RATES**

\*Space is sold on a first-come, first-served basis and may sell out. Please see full descriptions of **Booth and Organization Types** on page 2.

<b>BOOTH TYPE</b>	<b>SKIRTED TABLES INCLUDED</b>	<b>CHAIRS INCLUDED</b>	<b>EARLY BIRD RATE: ENDS FEB 28</b>	<b>REGULAR RATE: MARCH 1 – JUNE 20</b>
<b>Outside Village Table</b>	1 six-foot	2	\$200	\$260
<b>½ Outside Village Table</b>	½ of 1 six-foot	1	\$110	\$140
<b>Inside Lower Level Table</b>	1 eight-foot	3	\$250	\$330
<b>½ Inside Lower Level Table</b>	½ of 1 eight-foot	1	\$140	\$170
<b>¼ Outside Tent Booth</b> <i>Large-Scale Exhibitors</i>	2 eight-foot	4	\$1,000	\$1,200
<b>¼ Outside Tent Booth</b> <i>Small-Scale Exhibitors</i>	2 eight-foot	4	\$650	\$800
<b>½ Outside Tent Booth</b> <i>Small &amp; Large-Scale Exhibitors</i>	4 eight-foot	8	\$1,400	\$1,600
<b>Outside Full Tent</b> <i>Small &amp; Large-Scale Exhibitors</i>	8 eight-foot	16	\$3,300	\$3,500

\* As there is no Word Under The Street category this year, **Independent Comics, Zines, Publishers, Alternative Groups, and Artists** are being offered a special rate of \$50 for a ½ Outside Village Table. **This rate is only available until March 28.**

**LISTED PRICES DO NOT INCLUDE TAX WHICH MUST BE ADDED**

**THE SHARING OPTION:** An exhibitor may pair with ONE other exhibitor for tent booth or village table space. Sharing arrangements can be made by the exhibitor. Please see the Registration Form on page 5 for more details.

**ADVERTISE IN THE PROGRAM GUIDE**

Book your ad space before March 31 and take advantage of the early bird discount rates. All ads are full-colour. Artwork and payment are due by June 27.

<b>Ad Size (and specs)</b>	<b>Before March 31</b>	<b>After March 31</b>
Back Page (5.75" x 10")	\$1,400	\$1,600
Full Page (5.25" x 9.375")	\$950	\$1,200
½ Page (5.25" x 4.5")	\$450	\$550
½ Page Tall (1.6" x 9.375")	\$300	\$375
½ Page Square (3.4" x 4.5")	\$300	\$375
¼ Page (1.6" x 4.5")	\$200	\$250

**2014 Exhibitor Registration Package**

**CONTACT INFORMATION**

Company or Organization Name <i>* This is the name that will appear in our program guide</i>		
Primary Contact Person	Primary Email	
	Primary Telephone	Primary Fax
Alternate Contact Person	Alternate Email	
	Alternate Telephone	Alternate Fax
Mailing Address	City	
	Province	Postal Code
Website		

Free 15-word Blurb for Program Guide *\* Blurb may be edited for clarity and brevity*

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<p><b>Shared Booth Space</b> – An exhibitor may pair with another exhibitor and share the booth or table space. The cost is determined by the larger exhibitor type of the pair.  <i>* Please note that the arrangements for these sharing agreements are made between the sharing exhibitors and are not the responsibility of Word Vancouver.</i></p>	
Name of partner (if applicable)	<p>Are they submitting their own form?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No – if no, please include a second form with contact information and blurb

<p><b>Donate to the Word Vancouver Silent Auction</b></p> <input type="checkbox"/> Yes, I am able to donate an item (other than a book) for the Silent Auction <i>* Please mail to or drop off at our office by September 5</i>	<p>Item Description:</p> <p>Estimated Value:</p>
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<p><b>Help Us Promote the Festival</b> – Promotional materials will be available in early September and are free. We request that you only order as many as you can for sure display or distribute.  <i>* If you want fewer than 20 programs or bookmarks, feel free to pick them up from our office.</i></p>	
<p>Number of Posters (11" x 17"): _____</p> <p>Number of Program Bundles: _____ <i>* One bundle includes 20</i></p> <p>Number of Bookmark Bundles: _____ <i>* One bundle includes 20</i></p> <p>Please indicate if you have a public space where you would like to display a transit shelter-sized poster (dimensions: 47 1/2" x 68 3/4"):</p> <input type="checkbox"/> Yes, I would like to display a transit shelter-sized poster	<p>Will you pick up your promo materials from our office?</p> <input type="checkbox"/> Yes <input type="checkbox"/> No – please send them to the address above or to the address below: <p>_____</p> <p>_____</p>

<p><b>Magazine/Newspaper Exhibitors ONLY</b></p> <input type="checkbox"/> Yes, I will be offering a special festival day subscription deal to attendees	Subscription Deal Description:
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**2014 Exhibitor Registration Package**

**PAYMENT CALCULATOR**

Instructions: Please fill in the relevant fields below. Prices in the right-hand column will be automatically calculated.

**Exhibitor Booths** \* Please see page 2 for Booth and Organization descriptions and page 4 for Booth Rates.

Type of Organization/Vendor:

Other: \_\_\_\_\_

Type of Booth(s) \_\_\_\_\_ (#) of Booths: \_\_\_\_\_ at \$ \_\_\_\_\_ \$ \_\_\_\_\_

Special Request Regarding Booth Placement:

**NOTE: We will try to accommodate requests wherever possible; however, we reserve the right to assign booth space as required.**

**Additional Exhibiting Supplies** \* Only for additional items. Please see page 4 for a list of items already included with your selected booth type.

\_\_\_\_\_ (#) of chairs (at \$10.00 each) \$ \_\_\_\_\_

\_\_\_\_\_ (#) 15-amp electrical outlets (at \$150.00 each) \$ \_\_\_\_\_

**NOTE: Electricity is difficult to supply on site. If it is absolutely required, it must be ordered in advance.**

**The Book Bag Treasure Hunt** \* Please ensure you have 100 items to give away to participants. These items must be for Book Bag Treasure Hunt participants only and must not be given to other festival attendees.

\_\_\_\_\_ (#) of Book Bag Treasure Hunts (at \$50.00 each) \$ \_\_\_\_\_

Name to be printed on the bag: \_\_\_\_\_

\_\_\_\_\_ (#) of Word Vancouver book bags (at \$5.00 each) \$ \_\_\_\_\_

**Ad Space in the Program Guide** \* Please see page 4 for ad sizes and rates. Ad artwork is due by June 27.

Size of ad: \_\_\_\_\_ at \$ \_\_\_\_\_ \$ \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

**Don't forget to add 5% GST** \$ \_\_\_\_\_

SECOND SUBTOTAL \$ \_\_\_\_\_

**Adopt An Author** \* Please see page 3 for more details.

\_\_\_\_\_ (#) of Author Adoptions (at \$100.00 each)

Adopted by: \_\_\_\_\_ If a gift, in the name of \_\_\_\_\_ \$ \_\_\_\_\_

Will you pick up your book at the festival?

\*No tax charged

Yes  No (if no, we will have it signed and sent to you)

**Please complete, sign, and return with full payment to:**

Word Vancouver  
901 - 207 West Hastings Street  
Vancouver, BC V6B 1H7

GRAND TOTAL \$ \_\_\_\_\_

**Please make cheques payable to:**

The Vancouver Book and Magazine Fair Society

Exhibitor space at Word Vancouver is limited and available on a first-come, first-served basis only. Festival exhibitors will not be considered registered and booth space will not be confirmed until both the original registration form and full payment have been received.

**Authorized Signature**

**Date**

\*Signing this Exhibitor Registration Form indicates that you and your organization agree to adhere to all the terms and conditions outlined. Please note that your email address will be added to our e-newsletter list unless you specifically request that it not be. Being on our mailing list means you will be kept up to date on festival details and news for this year's and future festivals.