

Tenth Annual Utah Humanities Book Festival

Saturday, October 27, 2007

The Salt Lake City Main Library, 210 East 400 South, Salt Lake City, Utah

Exhibitor and Bookseller Application

Deadline October 1, 2007

If payment is received: Now-Sept. 1 Sept 2-Oct. 1 Late (After Oct. 1)
Cost per table is:

Nonprofit, Per Table	\$40	\$75	\$120
Commercial--1 Table	\$120	\$180	\$230
Commercial--2 Tables	\$190	\$250	\$300
Commercial--3 Tables	\$240	\$300	\$350

All exhibitors will be in the Lower Urban Room of the City Library. Sponsoring booksellers (only) will be in the Upper Urban Room; sponsoring booksellers include The King's English Bookshop, Sam Weller's Zion Bookstore, Ken Sander's Rare Books, and the Sugarhouse Barnes and Noble.

Name of Store/Organization: _____

Contact Person: _____

Phone: _____ Email Address: _____

Address: _____

City: _____ State: _____ Zip: _____

NOTE: We reserve the right to turn down applications. We will not accept applications that do not meet Great Salt Lake Book Festival criteria or that do not support the Festival's mission: "to promote the love of reading and the importance of literacy."

ABOUT YOU:

Please describe your business or organization in detail; use additional sheets as needed.

ELECTRICITY:

Do you need electricity? (If yes, you must supply your own cord and tape.) Yes___ No___

Please note, if you want electricity, you must request it in advance. We are unable to accommodate late requests.

PUBLICITY:

Do you have a newsletter? If so, would you be

willing to print a short article or

promotional piece about the festival? Yes___No___ Details _____

BOX LUNCHES:

Box lunches will be available for \$10 by advance order only. Would you like to order a box lunch?

Yes___ No___ How many? _____. We will contact you in October regarding lunch details and choices.

Number of lunches X \$10 = _____ . Please add that amount to your registration fee.

Funds due:

Registration fee _____ (see table at top of this page)

Box lunches _____ (total number of lunches X \$10)

Total enclosed _____ (registration fee plus lunches)

THANK YOU!

Please make checks payable to The Utah Humanities Council. Send completed registration form, contract, and payment to Sandy Anderson at the address below. If you prefer, you may fill out your application electronically and email it to sandya@xmission.com. If you email your application, please note you must still mail a signed application and a check to hold your space.

Sandy Anderson
3490 S 3650 E
Salt Lake City, Utah 84109

Please contact Sandy at 801-277-1510 or sandya@xmission.com.

CONTRACT:

- Exhibitors at the Festival will be provided with:
 - 1 6' table (unless exhibitor pays for more, maximum of 3 tables per exhibitor)
 - 2 chairs per table
 - 1 8.5" X 11" sign
 - Wireless Internet access
 - Electricity (ONLY if requested in advance. You must supply your own cords and tape.)
- Exhibitors may bring additional signs that may be attached to a table or to a stand supplied by the exhibitor. Nothing may be taped or secured in any way to library walls. All items for sale must be placed on tables. Exhibitors may not use additional tables, bookshelves, or other display systems unless that equipment is placed on top of the tables rented from the Festival.
- All exhibitors except sponsoring booksellers will be in the Lower Urban Room of the City Library. No exceptions.
- Exhibitors are free to distribute promotional material, and to give away and/or to sell books and other materials at their own tables. Nothing may be sold or distributed outside the exhibitor's own immediate table area.
- Set up will begin at 8 a.m. Saturday, October 27th and must be completed by 9:30 a.m.
- All exhibitors are expected to remain for the entire day. Exhibitors may not move goods or materials through the Urban Room (main atrium area) while auditorium authors are still speaking (because of the noise intrusion).
- The exhibitors themselves must staff their tables for the entire day. Please make sure you have sufficient staff to cover your table at all times.
- You will be responsible for your own food, water, and whatever other creature comforts you will need during the day.
- You will be assigned where to set up. Your location is not negotiable and cannot be changed.
- We cannot guarantee that you will be the sole representative of your company or your type of sales.
- We reserve the right to turn down applications. We will not accept applications that do not meet Great Salt Lake Book Festival criteria or that do not support the Festival's mission: "to promote the love of reading and the importance of literacy."

SIGNATURE: _____

DATE: _____