
BOOKSELLER/VENDOR and SELF-PUBLISHED AUTHOR APPLICATION

HURRY!
Deadline to
register:
Oct. 30



Bookseller/Vendor Package \$250

Includes the following elements:

- 10' x 10' booth
- Two 8' tables and two folding chairs
- Booth identification sign
- One "Exhibitor Listing" in the Festival of Reading Special Section published in the *Tampa Bay Times* on Thursday, November 9 (if reservation/check is received by October 30, 2017).
- *Times* Festival of Reading Web site "Exhibitor Listing" text link
- Two parking passes

Self-Published Author Package \$195

Includes the following elements:

- 10' x 10' booth
- Two 8' tables and two folding chairs
- Booth identification sign
- One "Exhibitor Listing" in the Festival of Reading Special Section published in the *Tampa Bay Times* on Thursday, November 9 (if reservation/check is received by October 30, 2017).
- One parking pass

Note: To qualify for self-published rate, only self-published books will be allowed for sale in vendor space.

One author per space.

Non-Profit Organization Package \$150

Includes the following elements:

- 10' x 10' booth
- Two 8' tables and two folding chairs
- Booth identification sign
- One "Exhibitor Listing" in the Festival of Reading Special Section published in the *Tampa Bay Times* on Thursday, November 9 (if reservation/check is received by October 30, 2017).
- One parking pass

SPACE IS LIMITED, REPLY TODAY!

Exhibitors may purchase multiple booths for 1/2 and full tent space as most vendor space is made up of four 10' x 10' exhibitor booths per tent.

For Additional Book Market information and general Festival of Reading inquires please call **Lara Shelton at (727) 421-4141 or email timesfestivalofreading@gmail.com.**

Note: The Festival will obtain all necessary City of St. Petersburg licenses. Vendors will be responsible for collecting and remitting the proper Florida State Sales Tax and insurance.

Tampa Bay Times Festival of Reading 2017 Vendor Application/Agreement

Company/billing name: _____ (“Vendor”)

Vendor agrees to exhibit, and the Tampa Bay Times agrees to allow Vendor to sell at the Tampa Bay Times Festival of Reading to be held on November 11 at the University of South Florida, St. Petersburg. Registration and payment by check should be received on or before October 30, 2017 to guarantee space. Exhibitor packages for each 10' x 10' space are \$250 for Booksellers/Vendors, \$195 for Self-Published Authors, and \$150 for Non-Profit Organizations.

Contact Information

Contact: (Person coordinating the booth) _____

Company Name: _____

Name as it should appear on booth exhibitor sign & listing:

Daytime Phone: _____ Fax: _____ Cell Phone: _____ E-mail: _____

Street Address: _____
(No Post Office Boxes)

City: _____ State: _____ Zip: _____

Florida Special Festival/Sales Tax license number: _____

Type of Business (choose one): Bookseller Publisher Self-Published Author* Published Author
 Non-Profit Other

Please check all appropriate categories to describe what you are selling

General (full line) Used Books Children's Books Antiquarian

Cultural or Special Interest (please specify) _____

Religious or Inspirational (please specify) _____

Merchandise (t-shirts, audio cassettes, etc. – please specify) _____

Other (please specify) _____

Self-Published Author (please provide name of author and book title(s)) _____

Company Information: (If the applicant is other than above contact, please complete this section.)

Person Signing Application:

Company: _____ E-Mail: _____

Company Phone: _____ Company Fax: _____

Company Address: _____ Company City: _____

Company State: _____ Company Zip: _____

*A self-published book is one that has not gone through a traditional vetting process at a publishing house and has been issued at the expense of the author rather than the publisher.

Vendor Criteria:

In order to secure space at the *Tampa Bay Times* Festival of Reading you must either sell books or book-related products. Sponsors are exempt from these criteria. The *Times* reserves the right to refuse participation by any company/organization or individual at its sole discretion.

General Information:

The *Tampa Bay Times* Festival of Reading will obtain all necessary City of St. Petersburg licenses. Vendors are responsible for collecting and remitting the proper Florida State Sales Tax.

As the *Tampa Bay Times* Festival of Reading is a popular family Festival, we advise exhibitors to sell and distribute books and merchandise appropriate to our audience. The *Tampa Bay Times* reserves the right to deem materials appropriate using the *Tampa Bay Times* standards of acceptance for advertising as one of its guidelines. Unacceptable materials cannot be promoted, displayed or sold.

Vendor applications with payment are accepted, and booths are assigned on a first-come, first-served basis. Please be advised that booth space is limited and sells quickly. Once we sell allotted space, we will close booth sales. Therefore, exhibitors are encouraged to submit their completed exhibitor application and payment as soon as possible. No applications will be processed without payment in full.

Please note the following:

- In order to ensure a diverse representation at the 2017 *Tampa Bay Times* Festival of Reading, no single company may occupy more than four (4) booth spaces.
- Half and full tents are available for purchase.
- The number of representatives in the booth is limited to the number of chairs provided.

Payment Information:

- **Until October 30, 2017, Booksellers/Vendors will pay \$250 for 10' x 10' space; Self-Published Authors 10' x 10' space is \$195 and a Non-Profit Organization 10' x 10' space is \$150. After October 30, 2017, Festival space will increase \$50 (if space is available).**

• A check for payment in full must accompany each application in order to process your application. Once your payment has been received and your application approved, we will mail you a confirmation letter. All vendors will receive their space assignment, Festival map and parking pass(es) approximately two weeks before the Festival.

- Registration fees are non-refundable.

Please make checks payable to: Tampa Bay Times

Please mail the signed application and payment to:
Times Festival of Reading c/o Promotions Dept. 4th Floor
Tampa Bay Times
P.O. Box 1121
St. Petersburg, FL 33731-1121



Number of booths you wish to reserve:

- _____ @ \$250 – Bookseller Vendor
- _____ @ \$195 – Self-Published Author
- _____ @ \$150 – Non-profit organization

\$_____ Total Due