



City of West Hollywood  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069

Phone: 323-848-6515  
Fax: 323-848-6565

# West Hollywood Book Fair "Fall Into Reading"

Sunday, September 30, 2007  
10AM to 6PM

West Hollywood Park (647 N. San Vicente Blvd.)

## 2007 Exhibitor Application

Thank you for your interest in participating in the 6<sup>th</sup> Annual West Hollywood Book Fair. Please read the Exhibitor Guidelines before completing your application. **Your application and payment are due Wednesday August 15, 2007.** Thank you! We look forward to seeing you at the 6<sup>th</sup> Annual West Hollywood Book Fair!

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Alternate: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell # (required): \_\_\_\_\_ Fax #: \_\_\_\_\_

Web Site: \_\_\_\_\_ E-mail: \_\_\_\_\_

### TYPE OF ORGANIZATION (check all that apply):

- Bookstore       Writers' Organization       Publishing Company
- Literacy Program       Non-Profit Organization       Library       Educational Institution
- Other (Describe): \_\_\_\_\_

**NOTE:** Due to space limitations, publishing companies or individuals representing just one author or publication will not be considered for a booth. However, applications for booths shared by more than one organization or individual are eligible to apply.

### DESCRIBE THE PURPOSE & TARGET POPULATION OF YOUR ORGANIZATION:

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### TELL US HOW YOUR ORGANIZATION IS A GOOD MATCH FOR THE WEST HOLLYWOOD BOOK FAIR:

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**HOW WILL YOUR BOOTH MEET THE CREATIVE & INTERACTIVE REQUIREMENT?:**

Includes interactive activities and attractions you plan to host at and in the vicinity of your booth, ways you plan to make your booth visually appealing, types of items you'll be selling, etc. *Please Note: To be listed in the event program, activities must be submitted with a title, full description, and times by August 15, 2007.*

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**TELL US ABOUT YOUR ABILITY OR PLANS TO HOST BOOK SIGNINGS FOR AUTHORS BOTH PARTICIPATING ON PANELS AND NOT PARTICIPATING ON PANELS. ARE THERE AUTHORS YOU'D LIKE TO RECOMMEND FOR PANELS? DO YOU HAVE AN IDEA FOR A PANEL OR WORKSHOP THAT YOU'D LIKE TO SUBMIT?:** *Please Note: Signing schedules for exhibitors who would like to be listed on the web site are due by August 15, 2007.*

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**YOUR ORDER**

Please read the Booth Guidelines for a full description of prices and ordering options before completing your order.

- \_\_\_\_\_ NUMBER OF BOOTHS at \$125.00 each (for profit) or \$75.00 each (non-profit).
- \_\_\_\_\_ NUMBER OF ADDITIONAL TABLES at \$8.00 each (two tables come with each booth).
- \_\_\_\_\_ NUMBER OF ADDITIONAL CHAIRS at \$1.25 each (two chairs come with each booth).
- \_\_\_\_\_ NUMBER OF TABLE CLOTHS at \$15.00 each.
- \_\_\_\_\_ ELECTRICITY at \$15.00 for hook-up (please note that we do not provide extra power strips and extension cords. Come prepared.)
- \_\_\_\_\_ NUMBER OF EXHIBITOR SIGNS at \$100.00 each (signs are 1' x 6'). You may bring your own sign.

**TEXT TO BE LISTED ON YOUR SIGN/S:**

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\_\_\_\_\_ PHONE LINES at \$150.00 each plus usage charges. (Use of cell phones for all transactions is encouraged. You will be billed separately by the City for all charges incurred on your phone line the day of the Book Fair.)

**TOTAL ENCLOSED \$** \_\_\_\_\_

Please make your check payable to the City of West Hollywood and enclose with your completed application. PLEASE NOTE: No refunds will be issued after August 30, 2007.



# Exhibitor Guidelines

## Priority Consideration

The West Hollywood Book Fair hosts independent booksellers and businesses and organizations with ties to literature and the arts located in and around West Hollywood. West Hollywood businesses, as well as returning Book Fair exhibitors, receive priority consideration for booths. We review all applications, and booths are available based on a) your answers to the questions on the application b) how well you meet the guidelines c) a first come, first serve basis.

**NOTE:** Publishing companies or individuals representing just one author or publication will not be considered for a booth due to space considerations. However, applications for booths shared by more than one organization or individual are eligible for review.

## Creative & Interactive Requirement

West Hollywood Book Fair exhibitors are required to meet the Creative & Interactive Requirement. Please read the following information about these requirements and indicate on the Application how you will meet them.

**INTERACTIVE ACTIVITIES:** Interactive activities that draw and engage Book Fair attendees throughout the day. Past activities include ✂ Book related arts and craft projects ✂ A Reading Preserve ✂ A Survival Lounge ✂ Limerick writing contest ✂ A Live Art Jam Session by comic book artists ✂ Manga art portfolio reviews ✂ Experts on getting published answering questions at the booth ✂ Pet Psychic ✂ Yoga workshops. ✂ Historic book and author exhibits ✂ Parlor games ✂ Interactive writing exercises ✂ Name that line or scene contest for prizes ✂ Replicating a German Weimar Lounge ✂ Word games ✂ Poetry writing events ✂ Interactive human rights display & video presentation ✂ Storytelling corner ✂ Kids doing recorded book reviews ✂ Drawings ✂ Puppet making and more! **To be listed in the official event program, plans for activities must be submitted with a title, full description, and times by August 15, 2007.**

**CREATIVE PRESENTATION:** Exhibitors are asked to put time, thought and effort into the décor and overall look of their booth. Examples of ways to meet the presentation requirement include (but certainly aren't limited to) ✂ Fun and funky table coverings, wall drapings, and hangings ✂ Shelves and display cabinets ✂ Fun with creating and hanging your own signage ✂ Interesting display pieces...such as life size book characters, etc.

★ **Please let Roz know if you'd like to expand beyond the confines of your booth! New ideas are encouraged!**

## What Comes with Your Booth

- 10' x 10' square booth that is a vinyl canopy tent with vinyl walls. The walls may be rolled-up to join booth spaces.
- Two 8' tables.
- Two chairs.

## What Doesn't Come with Your Booth

- Booth signage (exhibitors are encouraged to have fun and get creative with your own booth signage!).
- Table cloths (funky and fun table coverings are welcome).
- Extra chairs.
- Extra tables.
- Phone line (use of cell phones for all sales transactions is encouraged).
- Extension cords and power strips.
- Flooring (most booths are located on the grass. There are a few hard surface booths available).



## Fees & Pricing

Please indicate on your application how many booths, signs, additional tables, additional chairs, and table cloths, etc. you would like to order. Payment for your full order is due at the time you turn in your application. If your application is not accepted, your check will be returned in the mail.

**Booth Fee, For-Profit Organizations:** Each 10' x 10' Booth is \$125.00.\*\*

**Booth Fee, Non-Profit Organizations:** Each 10' x 10' Booth is \$75.00.\*\*

### EVERYONE:\*\*\*

* 8' Tables:	\$8.00 per table (2 free tables provided with each booth)
* Chairs:	\$1.25 per chair (2 free chairs provided with each booth)
* Table Cloths:	\$15 per table cloth (cloth)
* Booth Signage:	\$100 per sign (1' x 6', vinyl with approximately 6" letters)
* Phone Line:	\$150.00 per line plus charges incurred during the Book Fair. Use of cell phones for transactions is encouraged.
* Electricity:	\$15.00 <b>(please note that we do not provide extra power strips and extension cords. Come prepared.)</b>

\*\* If the fee for a booth presents a hardship, please contact Roz Helfand.

\*\*\* All items ordered except booth signage must be left with your Book Fair booth (or, in the case of table cloths, turned back in) at the end of the day. Booth vendors will be billed by the City for missing chairs, tables, and table cloths.

## Set-Up & Pack-Up Times

Book Fair Set-Up is on Saturday, September 29, from 10am-7pm and Sunday, September 30 from 6-9am. Exhibitors are encouraged to set-up the day before the Book Fair. **Exhibitors must be set-up by 9am on Sunday, and are asked not to begin packing-up until the official Fair closing time of 6:00pm.**

## Parking

Free Book Fair Exhibitor Parking is available at West Hollywood Park only during the **set-up** and **pack-up** periods. Exhibitors will be issued a special parking pass for set-up and pack-up the day of the Fair. After set-up, all vehicles must be moved to Public Book Fair Parking spaces (free and located at the Pacific Design Center directly across from the park) for the duration of the Fair. Exhibitor parking passes are not valid on the day of the Book Fair between 9am and 6pm. **Exhibitor cars left in the Park parking spaces will be ticketed and towed between these hours.**

## Contact Information for Questions

Please contact Roz Helfand, Book Fair Coordinator, with any questions:

PHONE: 323-848-6515 FAX: 323-848-6565 E-MAIL: [rhelfand@weho.org](mailto:rhelfand@weho.org)

ADDRESS: 8300 Santa Monica Blvd., West Hollywood, CA 90069

\*\*\*\* Please feel free to attach additional materials and information about your organization\*\*\*\*