

BROOKLYN BOOK FESTIVAL

Dear Publishers and Booksellers,

The Brooklyn Book Festival brings together authors, publishers, booklovers, booksellers and literary organizations from around the country and world in a celebration of books and ideas. Please join us at this year's Brooklyn Book Festival on Sunday, September 23, 2012 in Downtown Brooklyn. If you register by February 15, you will receive an early registration discount. We look forward to welcoming you again!

The Brooklyn Book Festival is an exciting multicultural event presenting innovative fiction and non-fiction programs with author discussions, readings, and signings. The heart and soul of the festival are our great booksellers, magical and inspiring authors, and an enthusiastic audience.

Advertised and promoted nationally, last year's festival drew a crowd of more than 40,000 attendees to its unique site surrounding historic Brooklyn Borough Hall. The site is served by a terrific transportation system with 9 subway lines steps away and the Long Island Railroad nearby.

The exhibitor package and prices for the 2012 Brooklyn Book Festival are outlined on the following page. **Full payment is due with your completed registration form.** Your registration will be confirmed within 30 days of receiving your completed form and payment.

We look forward to you joining us for this exciting event. If you have any questions, please email bookfestival@visitbrooklyn.org or call (718) 802-3772.

The Brooklyn Book Festival is presented by Brooklyn Borough
President Marty Markowitz, the Brooklyn Literary Council
and Brooklyn Tourism.

www.brooklynbookfestival.org



Brooklyn Book Festival 2012 Information

Please be aware that spaces for the Brooklyn Book Festival sold out last year in July.

Standard Registration Fee

- Major publisher/bookstore chain (exhibitor full package—see below) \$800
- Independent press, literary magazines, authors, non-profit literary orgs. and independent bookstores (exhibitor full package—see below) \$425
- Just table and chairs – no canopy \$325
- Shared table with canopy (no more than three exhibitors) \$500
includes additional I.D. signs and exhibitor listing
- Shared table – no canopy (no more than three exhibitors) \$400
includes additional I.D. signs and exhibitor listing
- Extra table for your booth may be rented \$25

No more than three exhibitors may share a table. The festival will accept only one application per table. That applicant must designate the company or companies with whom they are sharing the table and assume the full payment for the table.

Please note: exhibitors may not bring and use their own canopy. exhibitors may not resell their space.

Exhibitor Full Package

- 100 square foot site (10' x 10')
- one canopy for site
- one 8 foot table with 2 chairs per site
- one I.D. sign
- one exhibitor listing in event publication and one listing on event website

Registration Schedule

- Early Registration Discounted Fee: Subtract \$100 per table (from January 15 to February 15, 2012).
Subtract \$75 per table (from February 16 to March 16, 2012).
- Standard Registration Fee: March 17 – August 1, 2012
- Late Registration Fee: (as available) Add \$100 per table (from August 2 – August 15, 2012).
(No registrations accepted after August 15, 2012.)
- Cancellation Fee: 50% through August 1, 2012.
No refunds for cancellations after August 1, 2012.
All cancellations must be submitted in writing.

Space is limited. Applications are processed on a first come, first served basis, but does not guarantee your location. Placement of exhibitors is determined by festival organizers and will be posted online on August 23, 2012.

In order to exhibit at the Brooklyn Book Festival, you must either sell books or book related/literary materials, or represent a literacy program. You must be a bookseller, publisher, literary magazine, author or literacy organization.

The Brooklyn Book Festival will take place rain or shine. Refunds will not be issued due to inclement weather.



Exhibitor Registration Form 2012

Note: starred (*) information will appear on our website.

Exhibitor Information:

Company name _____

*Company(s) name to appear on I.D. sign _____

If shared table include partner name(s) 1. _____

2. _____

Contact person _____ Contact phone _____

*Address _____

*City _____ *State _____ *Zip _____

Social Security Number or Fed Tax I.D. # _____

*Phone _____ Fax _____

E-mail _____ *Website address _____

*One sentence description of company (limit 10 words) _____



Exhibitor Registration Form 2012

Note: starred (*) information will appear on our website.

Complete only for shared table:

*Name of partnering company _____ E-mail _____

*Address _____

*City _____ *State _____ *Zip _____

*Website _____ *Phone _____

*One sentence description of partnering company (limit 10 words) _____

Complete only for shared table:

*Name of partnering company _____ E-mail _____

*Address _____

*City _____ *State _____ *Zip _____

*Website _____ *Phone _____

*One sentence description of partnering company (limit 10 words) _____



Exhibitor Registration Form 2012

Company name: _____

Check your category: Major publisher National bookstore chain Non-profit literary org.
Independent press/literary magazine Independent bookstore Author

Please check one: Table with canopy Table no canopy* Shared table (yes / no)

***Please note: exhibitors may not bring and use their own canopy**

Credit card for payment of registration fees (check appropriate box):

Visa _____ Mastercard _____ (We do not accept other credit cards)

Card number _____ Expiration date _____

Signature required _____ Billing zip code _____

Booth fee:

\$ _____ Standard registration fee

_____ Number of booths (Maximum 2 booths)

\$ _____ Discount/Late fee (See registration schedule)

\$ _____ Extra table (\$25)

\$ _____ Total fees

Agreement:

I agree to the terms set forth in this application and acknowledge receipt of the Brooklyn Book Festival Exhibitor Agreement ("Agreement"). I have read the "Agreement" and agree to be bound by these terms.

Print name _____ Signature _____ Date _____

Title/Company _____

Credit card payments only can be faxed to: 718-802-3542

Make checks payable and mail to:
Best of Brooklyn, Inc.
Brooklyn Borough Hall
209 Joralemon Street
Brooklyn, NY 11201



Brooklyn Book Festival Exhibitor Agreement

This agreement sets forth the mutual understanding and commitments between Best of Brooklyn, Inc., a Brooklyn-based not-for-profit, and the Exhibitor, whose legal name and address appear on the Brooklyn Book Festival Exhibitor Registration form, regarding the Exhibitor's participation in the Brooklyn Book Festival to be held on Sunday, September 23, 2012.

Exhibitor's Participation in the Brooklyn Book Festival

- 1) Applications for the Brooklyn Book Festival are considered on a first-come, first served basis based upon the receipt of a complete application and payment. Best of Brooklyn, Inc. reserves the right, in its sole discretion, to refuse participation in the festival to any applicant for any or no reason.
- 2) The primary purpose of the exhibitor participation in the Brooklyn Book Festival is to sell or distribute books, literary magazines and other literary materials and the Exhibitor accepts that selling merchandise that is not directly related to books and literary materials is prohibited without express written consent of the Brooklyn Book Festival organizer. Exhibitor acknowledges that violation of this provision is grounds for termination of the Brooklyn Book Festival Exhibitor Agreement and ejection from the Festival and that all monies paid shall be forfeited.
- 3) Exhibitor agrees that it will maintain its booth open to the public between 10:00 a.m. and 6:00 p.m. on Sunday, September 23, 2012 and will neither open its booth late nor close the booth early on that day.

Limitations of Liability

- 1) Exhibitor shall indemnify, defend and hold harmless Best of Brooklyn, Inc., the Office of the Brooklyn Borough President, the City of New York, the New York City Department of Parks and Recreation, Festival sponsors and the employees, representatives and agents of each from claims, liabilities, costs and charges (including attorneys' fees and costs) for injury, loss or damage to property or persons (including death) arising out of Exhibitor's activities in connection with the Festival, or any breach of representation, warranty or covenant in this agreement.
- 2) Best of Brooklyn, Inc., the Office of the Brooklyn Borough President, the City of New York, the New York City Department of Parks and Recreation, Festival sponsors and the employees, representatives and agents shall not be liable for any claims, liabilities, costs and charges arising out of any injury, loss or damage to the person or property of the Exhibitor, its employees, representatives and/or agents, except to the extent arising out of the sole negligence of Best of Brooklyn, Inc., the Office of the Brooklyn Borough President, the City of New York, the New York City Department of Parks and Recreation, or Festival sponsors.
- 3) Exhibitor shall provide and maintain in effect workers compensation and employee liability insurance (if applicable). Exhibitor shall provide Best of Brooklyn with evidence of Exhibitor's compliance with all applicable workers compensation and employee liability requirements.
- 4) Exhibitor acknowledges and agrees that it is solely liable for any and all sales tax or other taxes, fees and assessments required by applicable federal, state or local law in connection with Exhibitor's participation in the Festival. Exhibitor shall provide Best of Brooklyn with all requested documentation to evidence Exhibitor's compliance with all applicable tax laws and rules.
- 5) This agreement shall be governed by the laws of the State of New York.

Acknowledgement

Exhibitor acknowledges that execution of the Exhibitor Registration Form binds Exhibitor to the terms of this Brooklyn Book Festival Exhibitor Agreement.