

# 2021 General Information for vendors and authors

## How many people attend the event?

We estimate around 5,000 people attended in 2019.

## How can I participate as an author or vendor?

- A. Rent a booth. Please submit a **Marketplace Vendor Application** by **March 15**. Applications will be reviewed on a first-come, first-served basis and will be reviewed continually until all spaces are filled.
  
- B. Submit a program proposal with the **Program Proposal Form**. The Festival is built around a series of programs presented by authors and others. Generally speaking, authors who are invited to present programs have published a new book or won an award within the last two years or have an old book that is newly relevant.

Programs at the Festival deal with a wide range of life images and interpretations that are accessible through literature. Although the Festival is primarily aimed at readers, we also offer programs for writers. Appalachian literature and its function for those of us who live in the region will always be emphasized, but the Festival will incorporate authors from other areas of the country, as well.

Our committee will have the program schedule finalized by the end of April. To be considered as a program presenter, please submit the completed Program Proposal Form by **March 15**.

## Who can be vendors?

Book sellers, publishers, individual authors and others who have a literary mission.

## Do I need to submit my book?

No, but please be sure to include your website URL on the vendor application.

## May I partner with another author in renting a booth?

Absolutely! However, you are responsible for finding your own booth partner.

## What are the deadlines?

**Please submit your completed Marketplace Vendor Application and/or Program Proposal Form by March 15.**

**YOU DO NOT NEED TO SEND YOUR VENDOR APPLICATION PAYMENT WITH YOUR APPLICATION.**

**Marketplace Vendor applications will be reviewed, and approved applicants will receive an invoice and an acceptance letter. Applications will be reviewed on a first-come, first-served basis and will be reviewed continually until all spaces are filled.**

**Program Proposal Forms will be reviewed by the WVBF Selection Committee. Applicants will be notified of the committee's decision by May 1.**

- Deadline for program proposals and vendor applications: **March 15**
- Deadline for vendors to be listed in the newspaper insert and event program: **July 1**
- Deadline for vendors to submit list of authors who will be signing books at their booth: **July 1**

## What comes with my booth rental fee?

The Marketplace is set up like a trade show with curtain walls. For each 10'x10' booth space, the West Virginia Book Festival provides one covered, skirted 8' table. You also get as many chairs and S-hooks as you need.

**What extras can I get for my booth?** Enhancements are available directly from the Charleston Coliseum and Convention Center. Your final packet (**mailed in August**) will have forms for your order. The list includes carpeting, electricity, internet access, telephone lines, TV cable, water, compressed air, extra tables, comfortable chairs, easels, wastebaskets, stools, etc. You may also opt to have your merchandise/booth supplies shipped to the Convention Center.

**What should I bring with me?** We encourage you to bring a variety of topics – West Virginia and Appalachian titles, children's books, gift books for early holiday shoppers and other book-related merchandise. We also recommend that you make the most use of your space with signs, banners and other decorations, and that you consider having prize drawings to attract more people to your booth. Vendors keep all proceeds from book and merchandise sales.

**Do I need to collect sales tax?** Also included in your final packet (**mailed in August**) will be information from the West Virginia State Tax Department regarding sales tax.

### **How can I promote my booth?**

A. **Newspaper insert and event program:** The Charleston Gazette-Mail prints and runs the official West Virginia Book Festival program as an insert in the Sunday Gazette-Mail on the Sunday before the event. Provided we receive your payment by **July 1**, we will list your organization in the newspaper insert and event program, and also on the WV Book Festival website. If your payment is received **after July 1**, you will only be listed on the website. You may also choose to purchase advertising in the newspaper insert and event program.

B. **WV Book Festival Facebook Website:** You may submit suggestions for posts to the West Virginia Book Festival Facebook page by sending suggestions to [wvbf@kanawhalibrary.org](mailto:wvbf@kanawhalibrary.org). Please note that we cannot guarantee that all submissions will be posted.

### **Deadlines**

If your vendor application is accepted, we must receive your payment by **July 1**.

In order to receive a refund, we must receive your notice to cancel your vendor space by **July 1**.

Refunds will not be issued after **July 1**.

### **Setup and Breakdown**

- Thursday prior to Festival: Booth setup from 3 - 8 p.m.
- Friday of Festival: Marketplace hours are 11:30 a.m. - 6:30 p.m.
- Saturday of Festival: Marketplace hours are 8 a.m. - 5 p.m.; Booth breakdown after 5 p.m.

**Further communication - In August**, vendors will receive a final packet including information about load-in and booth enhancements available through the Charleston Coliseum & Convention Center and more.

**How is the Festival funded?** The Book Festival relies solely upon individual and corporate contributions and grants. This event is not geared toward raising funds. Any revenue that is generated is applied directly to the Festival. If you or your organization would be interested in contributing to the Festival, please contact us at [wvbf@kanawhalibrary.org](mailto:wvbf@kanawhalibrary.org) or 304-343-4646, ext. 1246.

**How can I get tickets?** Our event is free. You do not need admission tickets for any of our speakers' programs. However, in cases where we anticipate a large crowd, we do issue tickets for the book signing.

**Where can I get food while I'm attending the Festival?** The Charleston Coliseum & Convention Center provides a snack bar area in the Marketplace. There are also several restaurants within walking distance. For a list of local restaurants, visit the **Hotels & Restaurants** section of the WV Book Festival website at [www.wvbookfestival.org](http://www.wvbookfestival.org).

**For more information, contact us at [wvbf@kanawhalibrary.org](mailto:wvbf@kanawhalibrary.org) or 304-343-4646, ext. 1246**