

10th
ANNUAL

West Virginia
**Book
Festival**



123 Capitol Street
Charleston WV 25301
304-343-4646
fax: 304-348-6530
wvbookfestival.org

Presented by:

- Kanawha County Public Library
- The Library Foundation of Kanawha County, Inc.
- West Virginia Humanities Council
- The Charleston Gazette
- Charleston Daily Mail

March 2010

Hello!

Plans for the tenth annual West Virginia Book Festival are well underway. We are enclosing important information about how you may participate in the Festival, which will take place at the Charleston Civic Center, **Saturday and Sunday, October 16 and 17, 2010**. This event, which annually attracts approximately 7,000 people, is a great way to publicize your books, authors or business. Please review all of the enclosed information, noting the various deadlines listed below and on the attached forms.

Enclosed are the following:

- **Contract.** Please read the contract carefully to verify all information, and pay attention to the two deadlines. If you want your organization's name listed in the Festival program (newspaper spadia – see below), you must return the signed contract and payment by **August 13**.
- **Booth signings form.** We you are a publisher, we encourage you to have your authors at your booth for signings, and if you share that information with us, we will make every effort to help you promote your authors in our spadia (see below) and on our website. Due to space constraints, an abbreviated signing schedule will be listed in the spadia, but the full schedule will be listed on our website. The deadline to be included in the Festival spadia is **August 13**.
- **Fact sheet** with relevant information about the West Virginia Book Festival. This sheet addresses frequently asked questions.

Festival Marketplace hours are Saturday, October 16, from 9 a.m. to 6 p.m., and Sunday, October 17, from noon to 6 p.m. You may set up your booth on Friday, October 15, between 3 and 8 p.m. All booth materials should be removed after 6 p.m. on Sunday. In early September you will receive more information from us, which will include move-in instructions and Civic Center “enhancements” forms.

As an added benefit, the programming committee is producing a West Virginia Book Festival spadia, which will be distributed in West Virginia's largest newspaper, the *Sunday Gazette-Mail*, with a circulation of more than 96,000. It will also be available as a guide for attendees as they enter the exhibition hall. If you are interested in advertising in the publication, please check the appropriate box on the enclosed contract.

We hope you are planning to join us for the tenth annual West Virginia Book Festival. We look forward to working with you! If you have any questions, please feel free to contact me at pam.may@kanawhalibrary.org or at 304-343-4646, ext. 246.

Sincerely,

Pam May
West Virginia Book Festival Chair
wvbookfestival.org



2010 Festival Marketplace Booth Rental Contract

The West Virginia Book Festival has the right to refuse applications. Space is limited. Booths are assigned on a first-come, first-served basis.

Returning vendors: In an effort to hold fees to a minimum, we have changed our booth rental structure this year. We are now charging \$100 per 10x10' space.

For each 10x10' curtained space, you'll receive one table and two chairs. Enhancements are available directly from the Charleston Civic Center, and forms to place this order will be sent to you in early September. Booths are assigned on a first-come, first-served basis after we receive your full booth rental fee. **The final deadline for reservations and payments is August 13.**

Friday, October 15, set up begins at 3 p.m. and must be complete by 8 p.m.

Saturday, October 16, Festival Marketplace hours from 9 a.m. to 6 p.m.

Sunday, October 17, Festival Marketplace hours from noon to 6 p.m.; break down after 6 p.m.

Price: \$100 per 10x10' space. No. of spaces _____ X \$100 = \$ _____

Company _____

Contact person _____

Title _____

E-mail _____

Street address _____

City, State & Zip Code _____

Phone _____ Fax _____

Authorized signature _____

Date _____ Amount enclosed _____

Tell us about the mission of your business/organization as it relates to reading, books, or authors. _____

I am interested in advertising in the West Virginia Book Festival spadia.
Please have a representative from Charleston Newspapers contact me.

My check for the full amount is enclosed and made payable to:
The Library Foundation of Kanawha County, Inc.
123 Capitol Street
Charleston, WV 25301
ATTN: Pam May

Questions: Contact Pam May at pam.may@kanawhalibrary.org or at 304-343-4646, ext. 246.

Cancellations: Notice of cancellation must be received by **August 27, 2010** in order to receive a refund of booth rental fees. Refunds will not be available after August 27.



Festival Marketplace

Booth Signings Form

Please let us know the authors who will sign books at your booth. Due to space constraints, we will list an abbreviated booth signings schedule in the Festival spadia, but list the entire schedule on our website. To be included in the Festival spadia, we must receive this information no later than **August 13, 2010**. We encourage you to generate your own publicity for your authors, too.

Organization Name _____

These authors will be appearing at our booth and signing books, so please include them in the Festival newspaper supplement:

Name	Day	Time	Name	Day	Time
_____			_____		
_____			_____		
_____			_____		
_____			_____		
_____			_____		
_____			_____		
_____			_____		
_____			_____		

Mail or fax by **August 13** to:
West Virginia Book Festival Marketplace
123 Capitol Street
Charleston, WV 25301
Fax: 304-348-6530

Questions: Contact Pam May at pam.may@kanawhalibrary.org or at 304-343-4646, ext. 246.

Saturday & Sunday, October 16 & 17, 2010 - Charleston Civic Center



Fact Sheet for Vendors

New This Year

To encourage foot traffic to your booth, we will invite children to come to the festival dressed as a favorite storybook character on Saturday to visit vendor booths for a special prize, trick-or-treat style. If you would like to participate, we estimate there will be around 150 children, ranging in age from birth to 12 years.

How is the West Virginia Book Festival funded?

The Book Festival relies solely on individual and corporate contributions and grants. This event is not geared toward raising funds. Any revenue that is generated is applied directly to the Book Festival. If you know or work with an organization that would be willing to contribute to the Festival, please contact Rachele Beckner at rachele.beckner@kanawhalibrary.org or 304-343-4646, ext. 287.

Booth Rental Expenses

We work very hard to keep vendor expenses to a minimum. The Book Festival must pay for all items used at the Civic Center, including each table. Your \$100 fee covers a 10x10' booth space, which includes a skirted table and two chairs. Additional items may be ordered at your expense directly through the Charleston Civic Center, and order forms will be sent to you in early September.

Concessions

In an effort to keep rental fees to a minimum, we have eliminated the hospitality room. Civic Center concessions will be available, as in previous years.

Book Sales

We encourage all book sellers or publishers to bring books by those authors attending the Festival. Check our website (www.wvbookfestival.org) frequently for an up-to-date list of authors we have booked. We also 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 by having good visuals such as signs and banners, and that you consider having prize drawings to attract more people to your booth. Vendors keep all proceeds from book and merchandise sales.

Options for Authors to Participate at the Festival

Authors may:

- **Receive an invitation to present a workshop, program or reading.** We are very interested in authors who have recently published books and whose works have a wide appeal to a general audience. We will also stress a strong West Virginia and Appalachian literature presence at every Festival, but will invite authors who write on other subjects. Because the Festival lasts only two days, we have limited programming slots. All authors presenting programs will sign books at the Featured Authors area in the Festival Marketplace. We do not accept self-published authors as program presenters.
- **Arrange for a book signing at one of the booths.** We encourage authors to set up a signing schedule with interested vendors. For example, Author Smith could sign for two hours at a local book store's booth, move to his/her press, and then move to a literary organization. To the extent possible, we will gladly assist authors with making contacts with our registered vendors, but arrangements will need to be made between the author and the organization.

Publicity

The Festival makes a major investment in promotion. Please pay close attention to the deadlines listed on the enclosed forms so that we may include your information in as much of our promotional items as possible.