

General Information

for vendors and authors who are renting a booth

How many people attend the event? We estimate around 7,000 people attended in 2011.

How can I participate as an author?

- A. Rent a booth. Please keep in mind that we generally sell out by July or August.

- B. Submit a program proposal with the enclosed Program Proposal Form. Our 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 frequently offer programs for budding 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 committees have the program schedule finalized by the end of May each year. To be considered as a program presenter, please submit the completed Program Proposal Form before March 10.

Who can be vendors? Book sellers, publishers, individual authors and others who have a literary mission.

Do I need to submit my book? Booth spaces are generally assigned on a first-come/first-served basis. Our marketplace is not juried. Please do not send a copy of your book; it is not necessary.

May I partner with another author in renting a booth? Absolutely!

What are the deadlines?

- Deadline for program proposals: March 10
- Deadline for vendors to be listed in the spadea: August 15
- Deadline for vendors to submit list of authors who will be signing books at their booth: August 15
- Please note that even though the deadline to be included in the spadea is August 15, we always sell out in late July or August.

How are booth spaces assigned? Booth spaces are generally assigned on a first-come, first-served basis. The West Virginia Book Festival has the right to refuse applications.

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 Civic Center. Your final packet (mailed in September) 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 Civic 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.

Continued on back

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

How can I promote my booth?

- A. **Spadea:** Charleston Newspapers prints and runs the official West Virginia Book Festival program as a spadea in the Sunday Gazette-Mail on the Sunday before the event. Provided we receive your contract and payment by August 15, we will list your organization in the spadea and on our website. If your contract is received after August 15, you will only be listed on the website. You may also choose to advertise in the spadea. If you're interested in talking with a representative from Charleston Newspapers, please check the appropriate box on the application.
- B. **Blog:** The Festival also has a year-round blog that contains news and information about Book Festival events, authors and vendors, as well as other West Virginia literary items and reading in general. The blog can be found at <http://blogs.wvgazette.com/wvbookfestival/>. Vendors are invited to submit items for the blog to Greg Moore, the blog's administrator, at gmoore@wvgazette.com.

Deadlines

- We must receive your contract and payment by August 15, 2012. Please note that we generally sell out in late July or early August. There usually are a few cancellations each year, and we do maintain a waiting list for that eventuality.
- In order for you to receive a refund, we must receive your notice of cancellation by August 31, 2012. Refunds will not be issued after August 31, 2012.

Set-up and break-down

- Friday, October 12, set up begins at 3 p.m. and must be complete by 8 p.m.
- Saturday, October 13, Festival Marketplace hours from 9 a.m. to 6 p.m.
- Sunday, October 14, Festival Marketplace hours from noon to 5 p.m.; break down after 5 p.m.

Further communication In September, you will receive a final packet including information about load-in, enhancements for your booth available through the Civic 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 Terry Wooten at terry.wooten@kanawhalibrary.org or 304-343-4646, ext. 287.

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.

All authors who present programs will sign books immediately after their programs. Most will sign in the featured authors area located in the Civic Center lobby. Exceptions: Those who are speaking in the Coliseum or the Little Theatre will sign in the meeting room. Due to long waits associated with the larger audiences in the Coliseum and the Little Theatre, we have implemented the following procedures for those meeting rooms. We will issue a numbered ticket to audience members as they line up for seating. After the program, audience members will remain seated and will come to the signing table when their number is called.

Where can I get lunch while I'm attending the festival? The Civic Center provides a snack bar area in the lobby. There are also several restaurants within walking distance, including Fifth Quarter, Wendy's and all the restaurants located inside the Charleston Town Center Mall.



2012 Festival Marketplace

Booth Rental Contract

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

With 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 your order will be sent to you in September. Booth spaces are generally assigned on a first-come/first-served basis. Our marketplace is not juried. Please do not send a copy of your book; it is not necessary. **The deadline for reservations and payment is August 15. Please note that we generally sell out in late July or early August.** Please make a copy of this form for your records. You will receive an e-mail confirmation when we receive your contract.

Set-up and break-down

- Friday, October 12, set up begins at 3 p.m. and must be complete by 8 p.m.
- Saturday, October 13, Festival Marketplace hours from 9 a.m. to 6 p.m.
- Sunday, October 14, Festival Marketplace hours from noon to 5 p.m.; break down after 5 p.m.

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

Vendor name (organization or individual author) _____

Contact person (if vendor is an organization) _____

Contact person's title _____

E-mail _____ Website _____

Mailing address _____

City, state & zip code _____

Phone _____ Date _____

Authorized signature _____

Tell us about the mission of your business/organization as it relates to reading, books or authors. If you are an individual author, list your titles here: _____

I am interested in advertising in the West Virginia Book Festival spadea.

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

**Charge to my credit card:
Fax to 304-348-6530**

Type of card _____ Card number _____

Name as it appears on card _____ Expiration date _____

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 31, 2012** in order to receive a refund of booth rental fees. Refunds will not be available after August 31.



Festival Marketplace

Author Autographs Schedule

Please let us know the authors who will sign books at your booth. Due to space constraints, we will list an abbreviated booth autographs schedule in the Festival spadia, but list the entire schedule on our website. We must receive this information no later than **August 31, 2012**, in order for it to be included in the spadia. We encourage you to generate your own publicity for your authors, too.

If your information won't fit this form, you may e-mail your schedule to pam.may@kanawhalibrary.org.

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
_____			_____		
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Mail or fax by August 31 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.