

EXHIBITOR APPLICATION – 2009 NORTH CAROLINA LITERARY FESTIVAL

A Celebration of Reading and Writing



North Carolina Literary Festival

EXHIBITOR INFORMATION AND GUIDELINES

Welcome to the 2009 North Carolina Literary Festival!

The North Carolina Literary Festival is an educational outreach project that promotes reading and writing and spotlights the literature of the American South and North Carolina writers. In addition to many distinguished keynotes, the festival features North Carolina favorites, emerging artists, well-known southern writers, and noted authors from around the country. Designed to attract people of all ages and interests, the festival activities are free and open to the public. Varied in content, the event includes readings and discussions, exhibits, performances, book signings, lectures and book sales. A key component is the children's stage and activity area, which caters solely to the interests of youth. Highlighting a variety of writing styles and categories, the festival will be brimming with artistic and musical performances from multi-talented authors and musicians. An estimated 10,000 festival-goers will be in attendance over the course of the weekend and approximately 100 authors and artists will be participating in the festival sessions.

Exhibitor Information and Guideline Terms

North Carolina Literary Festival = NCLF

Organization/person requesting an exhibitor booth = Exhibitor

Eligibility:

In order to exhibit at the North Carolina Literary Festival you must either be an Independent Book Publisher (no other book stores may be allowed to exhibit due to the contractual agreement between UNC-Chapel Hill and the Bull's Head Bookshop/UNC Student Stores), sell book-related products (exhibitor to be approved by Bull's Head Bookshop) or promote a literacy-oriented program.

Sponsors are exempt from these criteria. Their generous support allows the NCLF to remain free and open to the public.

Note: Those who do not wish to purchase a booth but would like their book(s) to be available at the festival bookstore, should contact the Bull's Head Bookshop at 919-962-2420.

NCLF reserves the right to reject any applications deemed unsuitable or inappropriate for our event.

Date/Time:

Exhibit spaces will be available on Saturday, September 12, 2009, and Sunday, September 13, 2009. Associated times are as follows:

Saturday, September 12, 2009

Festival times: 9:30am – 5:00pm (during evening keynotes, and after 5:00pm, all other festival areas will be closed)

Exhibitor On-Site Registration: 6:00am - 8:00am

Exhibitor Load-In Times: 6:00am - 9:30am

Exhibitor Load-Out Times: 5:00pm - 7:00pm

Sunday, September 13, 2009

Festival times: 10:45am – 4:00pm (during evening keynotes, and after 4:00pm, all other festival areas will be closed)

Exhibitor On-Site Registration: not required on Sunday

Exhibitor Load-In Times: 8:00am - 10:45am

Exhibitor Load-Out Times: 4:00pm – 6:00pm

Exhibitors must be present and keep their booths open during the times listed above.

The NCLF will be held rain or shine, and refunds will not be issued for inclement weather.

Exhibitor Fee:

For-Profit Exhibitor Booth Rental: \$350

Non-Profit Exhibitor Booth Rental: \$200

Exhibitors selling books must pay 10 percent of book sales to the Bulls Head Bookshop at the conclusion of the festival.

Full payment in the form of a check or money order is due with the application form (or within one week of receipt of a faxed application form) and must be mailed (no credit card or online payments accepted).

NCLF does not collect a commission on Exhibitor sales.

Refunds will not be issued for Exhibitor cancellations.

Exhibitors may not resell or sublet any portion of their space (exceptions may be made but will require approval from the NCLF).

Note: Those who do not wish to purchase a booth but would like their book(s) to be available at the festival bookstore, should contact the Bull's Head Bookshop at 919-962-2420.

An Exhibitor Package Includes:

- One (1) 100 square-foot space (10 ft. x 10 ft.) - covered 10x10 tent with one-three sidewalls (your choice)
- One (1) eight-foot (8) banquet table
- Two (2) folding chairs
- One listing on festival Web Site
- One booth sign with Exhibitor name as indicated on the application (to be placed on the front of the tent)
- Electricity (if requested)

Additional tents, tables and chairs must be reserved prior to the festival using the registration form and will not be available for rent on site. Exhibitor may bring their own furnishings or equipment (e.g. tables, book shelves, etc.)

Exhibitor is responsible for all materials/information displayed in booth and all table skirts/coverings.

Since the festival will occur during daylight hours, no lights will be provided in the booths. Exhibitor may bring their own lighting (in compliance with fire code).

Booth Placement – Limited Spacing:

Placement options: 1. Children's Area, 2. Vendor Village

There is a limited amount of exhibitor space. Spaces will be reserved and assigned on a first-come, first-served basis. Once the NCLF fills the allotted exhibit space, Exhibitors will be placed on the waiting list (if application is approved).

Booth placement will be determined on a first-come, first-served basis and will be at the discretion of the NCLF. Exhibitor will be notified of booth assignment during Exhibitor Registration on September 12, 2009, between 6:00am and 8:00am.

Booth Content:

Exhibitors may display and sell only promotional materials and thematically related items which are original to (created by) their organization and are listed on the Exhibitor Application. No clothing merchandise may be sold at the festival. If selling books, they must not be discounted more than 20%. The NCLF reserves the right to deem materials appropriate, and will not allow unacceptable material to be promoted, displayed or sold.

Security:

Overnight security guards will roam the Exhibitor areas. NCLF is not responsible for any lost, damaged or stolen items.

Liability and Insurance:

Exhibitor agrees to indemnify, defend and hold harmless the North Carolina Literary Festival and the University of North Carolina at Chapel Hill, the Mayor and City Council of Chapel Hill, its elected/appointed officials, employees, agents, and volunteers from any and all claims, demands, suits and actions including attorneys' fees and court costs, connected therewith, brought against the North Carolina Literary Festival, the University of North Carolina at Chapel Hill, the Mayor and City Council of Chapel Hill, its elected/appointed officials, employees, agents, and volunteers arising as a result of any direct or indirect, willful, or negligent act of omission of the Exhibitor, its employees, agents, or volunteers, EXCEPT for activities caused by the sole negligent act or omission of the North Carolina Literary Festival, the University of North Carolina at Chapel Hill, the Mayor and City Council of Chapel Hill, its elected/appointed officials, employees, agents, and volunteers arising out of this contract/agreement.

NCLF, sponsors and the employees, representatives and agents of each shall not be liable for any 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 NCLF, or any breach of representation, warranty or covenant in this agreement.

The Exhibitor is an independent contractor under this contract and has no employee, partnership, co-venture, agent or other such relationship with the NCLF.

The Exhibitor is solely responsible for securing appropriate insurance to cover his/her operations, including storage at an on-site location if provided by the NCLF, in such amounts as he/she may deem necessary. The NCLF has no responsibility for any damage or loss of property of the Exhibitor. Exhibitor is advised to carry insurance for their business. If Exhibitor does not carry a business insurance policy, Exhibitor is advised to consider purchasing multi-day event insurance from a qualified insurance company.

Exhibitor agrees to have as a minimum requirement Automobile Liability Insurance with a limit no less than \$100,000.00 combined single limit each accident for use of owned, hired and non-owned vehicles used on festival site.

Refunds are not issued if Exhibitor cancels their space.

Hotel:

The Carolina Inn is the official hotel for the 2009 North Carolina Literary Festival. As a courtesy to festival attendees, the Carolina Inn is offering a discounted rate of \$119 per night. Additional reservation information and instructions to redeem the festival discount price can be found on the Hotel page of the NCLF Web Site, www.NCLiteraryFestival.org.

The Carolina Inn
211 Pittsboro Street
Chapel Hill, NC 27516
On the Campus of the University of North Carolina at Chapel Hill
www.CarolinaInn.com

For a complete list of Chapel Hill hotels please visit the Chapel Hill/Orange County Visitors Bureau Web Site, www.visit Chapel Hill.org.

Confirmation Packet:

Exhibitor must complete the Exhibitor Application/Contract and submit to the NCLF for approval. Upon receipt of the application form and fee, the NCLF will notify the Exhibitor of participation confirmation. If approved, the NCLF will mail or email the confirmed Exhibitor a confirmation packet detailing final load-in and load-out times, as well as additional festival information related to Exhibitors.

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EXHIBITOR APPLICATION/CONTRACT

Exhibitor Booth Options (check one):

For-Profit Booth Rental

Non-Profit Booth Rental

Tax ID Number: _____

Please describe your organization:

Please describe the contents of your booth (list items to be sold and names and authors of specific books if applicable, name(s) of authors if appearing for book signings, etc.):

Exhibitor Request Information:

For-Profit Booth Rental:	Quantity:	@ \$350	Total = \$
Non-Profit Booth Rental:	Quantity:	@ 200	Total = \$
Booth Placement (select one option):	Children's Area <input type="checkbox"/>	Vendor Village <input type="checkbox"/>	
Additional Tables Requested (above the 1 provided):	Quantity:	@ \$20/table	Total = \$
Additional Chairs Requested (above the 2 provided):	Quantity:	@ \$10/chair	Total = \$
Electricity/Power:	Quantity:	@ \$65	Total = \$
If yes:			
State Purpose:			
Amps:			
Number of Outlets:			
Booth Sign Wording (organization name - no logos):			
Additional information and/or special needs, requirements or requests:			

Total Amount Enclosed: \$ _____

Exhibitor Profile Information:

Company Name:	
Contact Name:	
Work Phone:	
Mobile Phone:	
Email Address:	
Web Site:	
Mailing Address:	
City:	
State:	
ZIP:	
2 nd Contact Name:	

Please complete and mail completed forms (pages 1 and 2) and Exhibitor booth fee in the form of a check or money order by August 28, 2009, to:

North Carolina Literary Festival
Attn: Booth Manager
8001 Davis Library
Campus Box 3900
Chapel Hill, NC 27514-8890

You may also fax your form to (Exhibitor booth fee must be received by mail one week after the date of the fax):

North Carolina Literary Festival
Attn: Booth Manager
919-843-8936

Please make your check payable to: UNC-Chapel Hill University Library
Please place the following wording on the Memo line: 2009 NC Literary Festival

Please keep a copy of all materials for your records.

If you have questions, please contact Jocelyn Arem: jarem@email.unc.edu, (919) 843-5615.

Final confirmation, set-up times, map and additional information will be emailed to you by September 2, 2009.

By submitting this Exhibitor Application form for the 2009 NCLF, Exhibitor accepts all terms and conditions as outlined on this form and in the Exhibitor Information and Guidelines sheet. This agreement supersedes any other agreements or representations between them, whether oral or written. No provisions of this agreement may be amended, waived or modified except by a written agreement signed by both parties.

Exhibitor Approval:

Authorized Name (please print)

Authorized Signature

Date

For official NCLF use only
Approval status:
Approved by:
Approval date:

Thank you for participating in the 2009 North Carolina Literary Festival!