

# EXHIBITOR INFORMATION

Bay Area Festivals is pleased to present our Fall 2018 Bay Area Kids' Book Fairs on Oct. 20-21. We have 2 Editions on 1 weekend: Silicon Valley on Saturday, Oct. 20, in Sunnyvale and East Bay on Sunday, Oct. 21, in San Ramon. Our two proven locations will feature special guests Elephant & Piggie, Pete the Cat and Llama Llama.

Our area has a rich history of writers, illustrators, world-renowned educational institutions and innovative technological advances. Our residents place a high premium on educating and enriching their children.

This is a unique opportunity for Children's and Young Adult book authors, illustrators, publishers, book sellers and educational programs to present themselves directly to upscale audiences in the Bay Area. The Fairs will also feature toys, games and books including Lego® Brick fun & shopping. Other organizations and businesses wishing to reach our family-friendly attendees can also apply to exhibit.

Admission and parking are free to the general public.

Bay Area Festivals has won multiple marketing awards from CalFest, the trade organization for California and Nevada fairs and special events. We were presented the Arts Recognition Award from the Arts & Culture Commission of Contra Costa County. Bay Area KidFest has been voted Best Community Event five consecutive polls by Claycord.com readers. Besides KidFest, we have produced Camp & School Fairs around the Bay Area, Super Holiday Boutiques, Oakland Cat Video Fest, Super Valentine's Boutique, Bay Area FamilyFest and other special events and festivals.



## Exhibitor Details

Book Fairs are INDOORS and are held rain or shine.

Exhibitor booth spaces inside are 6' x 6' or 12' x 6'. No canopies, pop up tents or 10'x10' frames are allowed indoors.

Shared vendor spaces must be pre-approved by Bay Area Festivals. Shared vendor space fee includes table/chair rental.

Exhibitors pay a flat fee for your space and keep 100% of sales proceeds. No commission is collected on sales. Exhibitors are responsible for paying applicable sales tax.

Producer reserves the right to reject any application without prejudice. Submission of application and payment does not guarantee participation.

Tables, chairs and electrical service are not included in the exhibitor fee. Vendors can rent table(s) and chairs. Only advanced pre-paid rental orders are guaranteed. Equipment will not be available to rent at the Book Fair.

Electricity is limited. If you require electrical service you must note \$10 fee on application and provide your own 50' electrical cord.

Exhibitors must stay within your rented space. You may only exhibit or sell items listed on your application and approved by Bay Area Festivals. Walkabout solicitation or "barking" is not permitted.

No food or drinks may be sold or sampled in your booth without written permission of Bay Area Festivals and necessary permits.

Book Bags are given to 1st 200 families at each Fair. Vendors participating in Book Bags will also have 50 additional items placed on the Kids' Book Fair Information Table.

**Sampling:** Companies interested in Book Fair sampling opportunities should email us at [info@bayareafamilyfest.com](mailto:info@bayareafamilyfest.com).

If you can't make it to the Book Fairs, you can still participate through our Book Bag program (see application).

Authors have an opportunity to do a reading to attendees and exhibitors can offer free activities (see application).

## WHEN & WHERE

### Silicon Valley Edition

Saturday, Oct. 20, 2018

10 a.m. – 3 p.m.

Sunnyvale, CA

Fremont H.S., 1279 Sunnyvale-Saratoga Rd., Sunnyvale

### East Bay Edition

Sunday, Oct. 21, 2018

10 a.m. – 3 p.m.

San Ramon, CA

Pine Valley Middle School, 3000 Pine Valley Rd.

## WHO

Families with children & teens

Free Admission & Free Parking

2,000+ Audience

## Apply Today

Full payment must accompany application.

## Registration Deadline

Sept. 15, 2018

NO REFUNDS WILL BE MADE AFTER SEPT. 20, 2018.

IF VENDOR CANCELS BEFORE SEPT. 20,

\$50 OF APPLICATION FEE IS NON-REFUNDABLE

## Bay Area Kids' Book Fair Contact

Jay Bedecarré • Event Producer

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Phone (925) 408-4014 • Fax (925) 672-9990

**Bay Area Festivals, Inc.**

573 Mt. Olivet Pl. • Clayton, CA 94517-1609

# EXHIBITOR APPLICATION

SATURDAY, OCTOBER 20, 2018 • SILICON VALLEY - SUNNYVALE

SUNDAY, OCTOBER 21, 2018 • EAST BAY - SAN RAMON

[www.BayAreaKidsBookFair.com](http://www.BayAreaKidsBookFair.com)



Business/Organization Name \_\_\_\_\_

Contact Name(s) \_\_\_\_\_ California Seller's # \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business ( ) \_\_\_\_\_ Mobile ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Social Media: Facebook.com/ \_\_\_\_\_ Twitter @ \_\_\_\_\_

Book(s), product(s) or service(s) we wish to exhibit/sell: \_\_\_\_\_

We are:  Author  Illustrator  Publisher

Book Seller  Comic Books

Toys/Games  Educational Program

Other \_\_\_\_\_

We sell books in the following language(s): \_\_\_\_\_

Age group(s) served: \_\_\_\_\_

\*We want to share our vendor space with:

We would like to do a reading at the Fair

We would like to offer free Fair activity:

Make check payable to:

Bay Area Festivals, Inc.

Mail to:

Bay Area Kids' Book Fair

573 Mt. Olivet Pl.

Clayton, CA 94517-1609

Fax to: (925) 672-9990

Email: [jay@bayareafamilyfest.com](mailto:jay@bayareafamilyfest.com)

[www.BayAreaKidsBookFair.com](http://www.BayAreaKidsBookFair.com)

I/we acknowledge Bay Area Festivals, Inc., Fremont Union High School District (Oct. 20) and San Ramon Valley Unified School District (Oct. 21) are not responsible for loss or damage to our equipment, materials or merchandise on the Book Fair site. We are responsible for paying applicable sales tax and providing liability insurance.

Application must be signed & dated

Sign

here

Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For Office Use:

Date Received \_\_\_\_\_ Check #/PP \_\_\_\_\_ Amount \$ \_\_\_\_\_

Date Received \_\_\_\_\_ Check #/PP \_\_\_\_\_ Amount \$ \_\_\_\_\_

\*Shared Exhibitor space fee includes table/chair rental

Date: \_\_\_\_\_