EXHIBITOR INFORMATION

Bay Area Festivals is pleased to present our 2nd annual Bay Area Kids' Book Fairs October 14-15, 2017. We will have **2 Editions on 1 weekend**: **Silicon Valley** on Saturday, Oct 14, in Sunnyvale and **East Bay** on Sunday, **Oct. 15**, in Lafayette.

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.* **The inaugural 2016 Kids' Book Fairs were a huge success.**

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 **comic books**. 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 **2016 Arts Recognition Award from the Arts & Culture Commission of Contra Cosa 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, Bay Area FamilyFest** and other special events and festivals.

Exhibitor Details

Book Fairs are held rain or shine. Booths are primarily inside. No canopies, pop up tents or 10'x10' frames are allowed indoors.

Exhibitor booth spaces inside are 6' x 6' or 12' x 6'.

Limited **10' x 10' outdoor spaces are available.** It is highly recommended outside booth vendors use a canopy or pop up tent.

Shared vendor spaces must be pre-approved by Bay Area Festivals.

Exhibitors pay a flat fee for your space. ***No commission is collected on sales.*** *Exhibitors are responsible for paying applicable sales tax.*

Priority of acceptance is based on receipt of completed application and payment.

Producer reserves the right to reject any application without prejudice.

Canopies, tables, chairs and electrical service are not included in the exhibitor fee. Vendors can rent canopies, 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 rental 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.

Sampling: Companies interested in Book Fairs sampling opportunities should email us at *info@bayareafamilyfest.com*.

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

If you can't make it to the Book Fairs, you can still participate through our Goody Bags program.

WHEN & WHERE

Silicon Valley Edition
Saturday, Oct. 14, 2017
10 a.m. – 3 p.m.
Sunnyvale, CA
Fremont H.S., 1279 Sunnyvale-Saratoga Rd., Sunnyvale

East Bay Edition
Sunday, Oct. 15, 2017
10 a.m. – 3 p.m.
Lafayette, CA
Acalanes High School, 1200 Pleasant Hill Rd.

WHO

Families with children & teens
Free Admission & Free Parking
2,000+ Audience

Apply Today

Full payment must accompany application.

Deadline *Extended*
Oct. 9, 2017

NO REFUNDS WILL BE MADE AFTER SEPT. 14, 2017.
IF VENDOR CANCELS BEFORE SEPT. 14,
$50 OF APPLICATION FEE IS NON-REFUNDABLE

Bay Area Kids' Book Fair Contact
Jay Bedecarré • Event Producer
jay@bayareafamilyfest.com • (925) 408-4014
www.BayAreaKidsBookFair.com • Fax (925) 672-9990

Bay Area Festivals, Inc.
573 Mt. Olivet Pl. • Clayton, CA 94517-1609

Kids' BAY AREA BOOK FAIRS
Toys, Comics & Games Too!

EXHIBITOR APPLICATION

SATURDAY, OCT. 14, 2017 • SILICON VALLEY (SUNNYVALE)

SUNDAY, OCT. 15, 2017 • EAST BAY (LAFAYETTE)

www.BayAreaKidsBookFair.com

Kids BAY AREA BOOK FAIRS
Toys, Comics & Games Too!

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), products or services we wish to exhibit/sell: _____
_____

*Direct Marketing/Home-Based Business?
Company Name:

_____

We are: ❏ Author ❏ Illustrator ❏ Publisher

❏ Book Seller ❏ Comic Books

❏ Toys/Games ❏ Educational Program

❏ Other_____

We wish to share our vendor space with:

_____

❏ **We would like to do a reading at the Fair**

❏ **We would like to offer free Fair activity:**

_____

_____

❏ We prefer to be ❏ **Inside** ❏ **Outside**

Make check payable to:
Bay Area Festivals, Inc.

Mail to: Bay Area Kids' Book Fairs
573 Mt. Olivet Pl.
Clayton, CA 94517-1609

Fax to: (925) 672-9990

Email: jay@bayareafamilyfest.com

www.BayAreaKidsBookFair.com

Application must be signed & dated

Bay Area Festivals, Fremont Union High School District (Oct. 14) and Acalanes Union High School District (Oct. 15) are not responsible for loss or damage to exhibitor's equipment, vehicles, materials or merchandise on the Book Fair site. We are responsible for paying applicable sales tax and providing liability insurance.

We agree to participate in $2 Book Buck promotion at Bay Area Kids' Book Fair.

Exhibitor Fee *1 Fair Only* - Table & chairs **not included** in fee

Check one: ❏ Silicon Valley - Oct. 14   ❏ East Bay - Oct. 15

❏ **Commercial Exhibitor** 12' wide x 6' deep End/Corner Space *Businesses not in publishing, games/toys, education*	@ $329	$ _____
❏ **Gold Exhibitor** 12' wide x 6' deep End/Corner Space	@ $279	$ _____
❏ **Exhibitor 6' wide x 6' deep Space**	@ $169	$ _____
❏ **Non-Profit Organization** 6' wide x 6' deep Space	@ $119	$ _____
❏ **Goody Bag & Info Table** *250 inserts*	@ $34	$ _____
❏ **Electrical Service**	@ $10	$ _____
❏ **6' Table + 2 Chairs rental**	@ $17/set	$ _____

Exhibitor Fee *BOTH Fairs (Oct. 14 & 15)* - Table & chairs **not included** in fee

❏ **Commercial Exhibitor** 12' wide x 6' deep End/Corner Space *Businesses not in publishing, games/toys, education*	@ $499	$ _____
❏ **Gold Exhibitor** 12' wide x 6' deep End/Corner Space	@ $479	$ _____
❏ **Exhibitor 6' wide x 6' deep Space**	@ $289	$ _____
❏ **Non-Profit Organization** 6' wide x 6' deep Space	@ $229	$ _____
❏ **Goody Bag & Info Table** *500 inserts*	@ $44	$ _____
❏ **Electrical Service**	@ $20	$ _____
❏ **6' Table + 2 Chairs rental**	@ $34/set	$ _____

Goody Bag & Info Table (Non-Exhibitor)

❏ **1 Fair** ___ **Silicon Valley** ___ **East Bay** 250 inserts	@ $44	$ _____
❏ **2 Fairs (Silicon Valley & East Bay)** 500 inserts	@ $54	$ _____

❏ Check ❏ Credit Card   ***TOTAL ENCLOSED*** = $ _____

PayPal
Circle one
MasterCard VISA
AMERICAN EXPRESS DISCOVER NOVUS

Name on card _____

Credit Card# _____

Exp Date _____ CSC/CVV/CVC/CID _____ 3 or 4 digit code

Sign ☞ here

Exhibitor Signature: _____ **Date:** _____

For Office Use:
Date Received_____ Check #_____ Amount $_____
Date Received_____ Check #_____ Amount $_____

Ver. 7/10/17