

# EXHIBITOR INFORMATION

Bay Area Festivals is pleased to present our 5th annual Bay Area Kids' Book Fairs Oct. 17-18, 2020. We have 2 Editions on 1 weekend: Silicon Valley on Saturday, Oct. 17, in Sunnyvale and East Bay on Sunday, Oct. 18, in Dublin. Our two proven locations will feature special guests Elephant & Piggie and Pete the Cat.

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 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.

## 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).

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 was just voted Best Family Event

or Community Fair/Festival by readers of BayAreaParent. Besides KidFest, we produce 5 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.



## WHEN & WHERE

### Silicon Valley Edition

Saturday, Oct. 17, 2020

10 a.m. – 2 p.m.

Sunnyvale, CA

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

### East Bay Edition

Sunday, Oct. 18, 2020

10 a.m. – 2 p.m.

Dublin, CA

Shannon Center, 11600 Shannon Ave @ San Ramon Rd.

## WHO

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

## Apply Today

Full payment must accompany application.

## Registration Deadline

Oct. 16, 2020

NO REFUNDS WILL BE MADE AFTER OCT. 16, 2020.

IF VENDOR CANCELS BEFORE OCT. 16,

\$50 OF FEE IS NON-REFUNDABLE.

## Bay Area Kids' Book Fair Contact

Jay Bedecarré • Event Producer

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

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

Bay Area Festivals, Inc.

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

# EXHIBITOR APPLICATION

**SATURDAY, OCTOBER 17, 2020 • SILICON VALLEY - SUNNYVALE**

**SUNDAY, OCTOBER 18, 2020 • EAST BAY - DUBLIN**

**www.BayAreaKidsBookFair.com**



Business/Organization Name \_\_\_\_\_  
 Contact Name(s) \_\_\_\_\_ California Seller's # *If Applicable* \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Business ( ) \_\_\_\_\_ Mobile ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 Email \_\_\_\_\_ Required 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:  
 \_\_\_\_\_  
 \_\_\_\_\_

Please send us Book Fair promotional postcards. How many? \_\_\_\_\_

**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

**www.BayAreaKidsBookFair.com**

*I/we acknowledge Bay Area Festivals, Inc., Fremont Union High School District (Oct. 17) and City of Dublin (Oct. 18) 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.*

Exhibitor Fee <u>1 Fair Only</u> - Table & chairs <b>not included</b> in fee		
Check one: <input type="checkbox"/> Silicon Valley - October 19 <input type="checkbox"/> East Bay - October 20		
Select one	<input type="checkbox"/> Commercial Exhibitor 12' wide x 6' deep End/Corner Space <i>Businesses not in publishing, games/toys, education</i>	@ \$329 \$ _____
	<input type="checkbox"/> Gold Exhibitor 12' wide x 6' deep End/Corner Space	@ \$279 \$ _____
	<input type="checkbox"/> Exhibitor 6' wide x 6' deep Space	@ \$169 \$ _____
	<input type="checkbox"/> <u>Shared</u> Exhibitor Space (1/2 of 6' table)	@ \$99 \$ _____*
	<input type="checkbox"/> Non-Profit Organization 6' wide x 6' deep Space	@ \$119 \$ _____
Optional	<input type="checkbox"/> Book Bag & Info Table 250 inserts	@ \$34 \$ _____
	<input type="checkbox"/> Electrical Service	@ \$10 \$ _____
	<input type="checkbox"/> 6' Table + 2 Chairs rental	@ \$17/set \$ _____
	<input type="checkbox"/> 2 6' Tables + 2 Chairs rental	@ \$34/set \$ _____
Exhibitor Fee <u>BOTH Fairs (Oct. 19 &amp; 20)</u> - Table & chairs <b>not included</b> in fee		
Select one	<input type="checkbox"/> Commercial Exhibitor 12' wide x 6' deep End/Corner Space <i>Businesses not in publishing, games/toys, education</i>	@ \$499 \$ _____
	<input type="checkbox"/> Gold Exhibitor 12' wide x 6' deep End/Corner Space	@ \$479 \$ _____
	<input type="checkbox"/> Exhibitor 6' wide x 6' deep Space	@ \$289 \$ _____
	<input type="checkbox"/> <u>Shared</u> Exhibitor Space (1/2 of 6' table)	@ \$169 \$ _____*
	<input type="checkbox"/> Non-Profit Organization 6' wide x 6' deep Space	@ \$229 \$ _____
Optional	<input type="checkbox"/> Book Bag & Info Table 500 inserts	@ \$44 \$ _____
	<input type="checkbox"/> Electrical Service	@ \$20 \$ _____
	<input type="checkbox"/> 6' Table + 2 Chairs rental	@ \$34/set \$ _____
	<input type="checkbox"/> 2 6' Tables + 2 Chairs rental	@ \$68/set \$ _____
Book Bag & Info Table (Non-Exhibitor)		
<input type="checkbox"/> 1 Fair _____ Silicon Valley _____ East Bay	@ \$59 \$ _____	250 inserts
<input type="checkbox"/> 2 Fairs (Silicon Valley & East Bay)	@ \$84 \$ _____	500 inserts
<input type="checkbox"/> Check Enclosed or Mailed		<b>TOTAL DUE = \$</b> _____
<input type="checkbox"/> Credit Card - Bay Area Festivals will email you an invoice for you to process your credit card payment.		

\*Shared Exhibitor space fee includes table/chair rental

Sign

Application must be signed & dated



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

here

For Office Use:

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

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