

*Be a part of the largest book and magazine event in
Canada!*



VICTORIA PARK, SEPTEMBER 25, 2011 11am - 5pm

2011 EXHIBITOR REGISTRATION PACKAGE

When you register as an exhibitor at The Word On The Street you are taking part in a nine year old tradition. Every September book and magazine publishers, booksellers, associations and literacy groups have exhibited at the festival because there simply is no better opportunity to connect with others as passionate about the written word as you.

Whether your goal is to promote your new titles, tell people about your bookstore, reach out to the public, or sell books and magazines, The Word On The Street is the place to be.

People love the festival. The Word On The Street draws more than 10,000 visitors annually. The festival presents a vibrant and creative market place that brings people back year after year. **However, it wouldn't be anything without you - the exhibitors.** The Word On The Street's exhibitor market place offers a level of selection that makes the event unique and The Word On The Street the perfect place for booklovers to gather.

Come to reach readers. Come to get your message out. Come to be discovered. Come because you love the fact that The Word On The Street is impacting literacy in Canada and you want to be part of this positive event. Whatever your reason, you belong at The Word On The Street.

EXHIBITOR INFORMATION AND REGULATIONS

- 1** The Word On The Street Canada Inc. (WOTSC Inc.) is a non-profit corporation whose mandate is to foster the awareness and appreciation of the written word in our culture, to unite the country in a national, annual celebration of writing and reading, and to highlight the importance of literacy in the lives of all Canadians.
- 2** The Word on the Street Kitchener Book & Magazine Festival will take place on Sunday September 25, 2011 (Festival), between the hours of 11am and 5pm (Festival Hours). Successful candidates who are selected to participate in the Festival (Exhibitor) will be allowed to display an exhibit, subject to the following rules and regulations (Festival Rules and Regulations). The organizers of the Festival include WOTSC Inc. and The Corporation of the City of Kitchener (Festival Organizers).

Exhibitors shall be responsible for the set up and take down of their own exhibit. Exhibit booths are 10' x 10' tents or will be divided into half if a micro booth has been purchased (Exhibit Booth). Each Exhibit Booth is equipped with signage. Full booths (see fee structures) are provided with four 6' tables and two chairs. Micro Exhibit Booths are restricted to two tables and one chair per Exhibitor.

The Exhibit Booth, as designated by the Festival, will be available for set up at 7:00 am and up until 10:30 am on the day of the Festival. Exhibits must be set up by 10:30 am. Exhibits shall not be dismantled before 5:00 pm. The Exhibitor agrees that no part of the Exhibit Booth and/or display may be dismantled, including but not limited to the removal of goods during the Festival hours and that the entire exhibit at the Exhibit Booth must remain intact during the Festival hours. The Exhibitor further agrees to remove its exhibit, equipment and appurtenances from the Festival no later than 7:00 pm, failing which the Exhibitor agrees to pay any and all additional costs incurred by Festival Organizers to remove the Exhibitor's property.

Due to safety concerns for participants of the Festival, vehicles will not be permitted on the Festival site, except as designated by the Festival Organizers, before, during or after the Festival. Roads surrounding the Festival may or may not be closed, and Exhibitors will be provided with further parking information prior to the Festival. Exhibitors will be allowed to unload exhibit materials at the Festival, but are required to remove all vehicles from the Festival site and make their own arrangements for parking throughout the duration of the Festival. Parking provisions will be made for Exhibitors with disabilities. Please contact Stacy Toole at 519-741-3400 ext. 3330 prior to registering for more details.

- 3** Exhibitors may only register using the official registration form issued by Festival Organizers. **Registration is not confirmed until the Exhibitor receives a confirmation letter from Festival Organizers.**
- 4** The Exhibitor will exhibit in a proper manner, and will keep the Exhibit Booth open and staffed at all times during the Festival Hours. Displays shall not protrude beyond the Exhibit Booth. Festival Organizers reserve the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. Further, Festival Organizers shall, in their sole and unfettered discretion, have the final decision as to what constitutes a proper exhibit and such decision shall be final and binding. If for any reason any exhibit or its contents are deemed objectionable, the exhibit will be removed without refund. This provision includes person, things, conduct, or any item or attire which may be considered objectionable to be the Festival's intent. Festival Organizers further reserve the right to relocate exhibits when in its opinion such reallocations are necessary to maintain the character, good order or public safety of the Festival.

If the Exhibitor fails or refuses to conform to these requirements, Festival Organizers may terminate this agreement without making any refund and if necessary may eject the Exhibitor, its employees, servants or agents from the Festival. Festival Organizers shall not be responsible for direct or indirect loss or damages of any kind or nature incurred by the Exhibitor as a result of the termination of this agreement as provided for herein.

- 5** No one other than the official contractors designated by Festival Organizers, or such contractors as have been approved in writing by Festival Organizers, shall connect or disconnect any utility or service, install wiring or spotlights or do other electrical or carpentry work and set up and use any type of sound system, and all such work performed in respect of the exhibit shall be at the Exhibitor's expense.
- 6** No signs or advertising devices shall be displayed at the Festival other than those areas set aside for such purposes and all such signs shall be subject to the prior approval of Festival Organizers. No merchandise, food or beverages shall be distributed at the Festival without prior consent of Festival Organizers. Further, the Exhibitor understands and agrees that it shall not use or permit the use of "The Word On The Street" name and/or logo without prior written approval of Festival Organizers.



- 7** All Exhibitor draws and promotional give-aways must be approved by Festival Organizers prior to the Festival. All Exhibitor draws and promotional give-aways must be free and clear of any financial obligation on the part of the winner. All contest terms and conditions, and list of prizes available and their value must be clearly posted and must comply with the *Competition Act, RSC 1985, c C-34* and other such applicable law, including but not limited to municipal by-laws. Festival Organizers reserve the right to prohibit and cease any draws that do not meet the above-mentioned criteria.
- 8** Booksellers, micro and small book publishers, and magazine publishers are permitted to sell. Items primarily include those “generally found in a bookstore” (please contact Festival Organizers ahead of time if you have any questions about what qualifies). Medium and large book publishers agree to sell only remainders and clearance items from their Exhibit Booth.
- 9** Festival Organizers will only forward correspondence to Exhibitors who have registered using the registration form provided by Festival Organizers. The Exhibitor agrees to occupy the Exhibit Booth at the Festival as assigned by Festival Organizers and to pay the occupation fee specified in 2011 Registration Categories & Fee Structure form. Festival Organizers reserve the right to limit the number of Exhibit Booths per Exhibitor. Exhibit space will be confirmed only to those with full payment. Festival Organizers reserve the right to allocate space where deemed appropriate. Registration forms submitted without payment will be returned to the Exhibitor.
- 10** Exhibitors who register for an Exhibit Booth are not permitted to rent or share their booth with another organization unless otherwise agreed to by Festival Organizers.
- 11** Cancellation Policy: No refund will be made to exhibitors who cancel after August 5, 2011 (registration deadline). Exhibitors who cancel on or prior to August 5, 2011 are subject to a penalty of 50% of the registration fee.
- 12** Festival Organizers do not censor books or other printed material displayed by an Exhibitor; however, Exhibitors are subject to the laws of Canada, both federally and provincially, and are required to comply.
- 13** Festival Organizers shall have the right to adopt such rules and regulations as to the contract parties prior to, during and after the Festival as in its discretion it deems to be in the best interest of the Festival. The Exhibitor agrees to abide by and be bound by all rules and regulations or general application that may be issued by Festival Organizers and all by-laws, rules, directions, orders and regulations of Waterloo Regional Police, The Kitchener Fire Department, or other municipal authorities. References to Festival Organizers hereto shall be deemed to include any duly authorized representatives, agent or employee of Festival Organizers.
- 14** Exhibitors must insure themselves and their property at all times as Festival Organizers shall not be held responsible for inclement weather and will not refund the registration fee. If the Festival should be prevented from taking place by any cause beyond the control of the festival management, or if it cannot permit the Exhibitors to occupy their rented space due to circumstances beyond its control including, but not limited to, strike, civil disobedience, lockouts, acts of God, acts/threat or terrorism, Festival Organizers’ management shall have no further obligation or liability to the Exhibitor or any duly authorized representative, agent or employee of the Exhibitor.
- 15** The Exhibitor agrees to indemnify and save harmless Festival Organizers, including The Corporation of the City of Kitchener and WOTSC Inc., its sponsors, and any other participants from and against any direct or indirect loss or damage to personal property caused by any act of the Exhibitor, its employees, servants or agents. Festival Organizers shall not be responsible for any direct or indirect loss or damage of any kind or nature, however caused, incurred by the Exhibitor, its employees, servants or agents as a result of its occupation of exhibit space or other participation in the Festival.
- All Exhibitors are responsible for and shall provide proof of \$2,000,000 (Two Million Canadian Dollars) comprehensive general liability insurance, naming The Corporation of the City of Kitchener as additional insured. If you are unable to provide such proof of insurance, please contact Stacy Toole at 519-741-3400 ext. 3330 or Stacy.Toole@Kitchener.ca. Proof of insurance shall be submitted with registration form and cheque after receiving a confirmation letter.
- 16** All matters and questions not covered by these rules and regulations are subject to the sole discretion of Festival Organizers. In addition, Festival Organizers shall have full discretion in the interpretation and enforcement of all rules contained herein and the authority to make such amendments thereto and such further rules and regulations governing the conduct of the participation in the Festival as it shall consider necessary for the proper presentation of the Festival.
- 17** For the purpose of this Exhibitor Information and Regulations, Festival Organizers shall mean and include The Corporation of the City of Kitchener acting on its behalf.
- 18** Festival Organizers may refuse to accept the application of the Exhibitor. Finally, **PAST PARTICIPATION DOES NOT GUARANTEE ACCEPTANCE OF ANY APPLICATION.**



EXHIBITOR CATEGORY DEFINITIONS

TYPES OF EXHIBITS

Arts Organizations: Entities that promote the arts, other than literary arts, which are not-for-profit or charitable and are typically funded by donations from the private and/or public sector.

Associations: Entities whose membership includes organizations or individuals from the book and magazine industry.

Booksellers: Companies whose primary business is the retail sale of books and magazines.

Book Publishers & Distributors: Companies whose primary business is the publishing and/or distribution of books or electronic books. Also see specialty section option for book publishers under Fringe Beat.

Educational Institutions: Organizations that provide a service to the community and exhibit at The Word On The Street solely to market these services.

Libraries: A public library is a community resource collection of both leisure and educational materials, supported with public funds, and intended for use by the general public.

Magazine Publishers & Distributors: Companies whose primary business is the publishing and/or distribution of print or electronic formats of one or more magazines. A magazine is a printed and bound periodical, available to the general public, with a circulation of at least 1,000 copies per issue and a publishing frequency of at least twice a year.

Multimedia Organizations: Organizations that provide products that integrate diverse media such as text, sound, images, and video which usually entails an element of interactivity where the user controls the content through searching, indexing, altering or otherwise interacting with the medium.

Literacy Organizations: Registered and practicing not-for-profit charitable organizations that provide training for people to improve basic and functional skills in reading, writing, speaking, listening, and numeracy, or lobby, fundraise and raise awareness about literacy issues and donate all proceeds directly to literacy organizations. Private schools are not eligible for free space in Literacy Lane.



2011 REGISTRATION CATEGORIES & FEE STRUCTURE

EXHIBITORS

EXHIBITOR CATEGORY	EXHIBITOR DESCRIPTION	BOOTH SIZE	RATE (Includes HST)
BOOKSTORES			
Chain	5+ Locations	FS	\$610.20
Independent	1-4 Locations	FS	\$203.40
Micro Book Publisher or Distributors	Fewer than four titles	MB	\$56.50

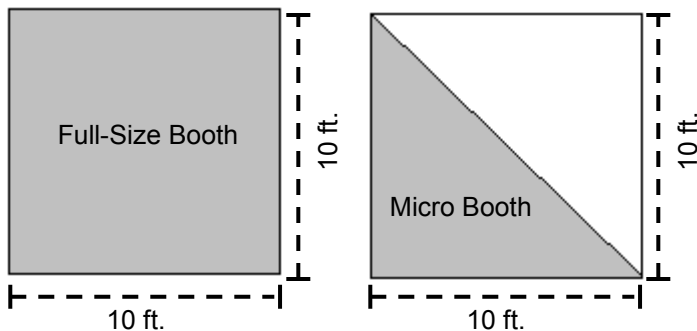
MAGAZINE PUBLISHERS/DISTRIBUTORS			
Large Magazine Publishers or Newspaper	Multi Title (two or more titles)	FS	\$610.20
Medium Magazine Publishers or Newspaper	Single title; circulation above 5,000	FS	\$339
Micro Magazine Publishers or Newspaper	Single title; circulation less than 5,000	MB	\$56.50

OTHER			
Literacy Organization	See category definitions	FS	FREE *
Libraries	See category definitions	FS	\$271.20
Educational Institutes	See category definitions	FS	\$610.20
Associations	See category definitions	FS	\$610.20
Multimedia Organizations	See category definitions	FS	\$610.20
Arts and Not For Profit	See category definitions	MB	\$203.40

* Limited Space Available

BOOTH SIZE: **FS** Full-size booth **MB** Micro booth

REGULAR EXHIBITOR LAYOUT



REGULAR EXHIBITS Space is assigned once all booths are sold with considerations to traffic flow, electrical requirements, former year's placement and special needs and requests.

One **FULL-SIZE EXHIBITOR BOOTH** INCLUDES: 100 sq.ft. of space, **four tables, two chairs**, an exhibitor sign, booth number, under a canopy.

One **MICRO EXHIBITOR BOOTH** INCLUDES: 50 sq.ft. of space (1/2 of a full size booth), **two tables, one chair**, an exhibitor sign, booth number, under a canopy.

ACKNOWLEDGMENT

I confirm that the details/description of the proposed exhibit at the undersigned's Exhibit Booth described in this application is an accurate reflection of the exhibit to be displayed at the Exhibit Booth.

On behalf of the Exhibitor, I have read, fully understand and agree to abide by the "Exhibitor Information and Regulations" which form part of this Application/ Agreement. I further acknowledge that failure by the Exhibitor to comply with the intent of this Festival, and/or the guidelines for Exhibitors may result in this Exhibitor being denied participation in this Festival.

Signing this Exhibitor Registration form indicates that you and your organization agree to adhere to all the terms and conditions outlined.

Authorized Signature	Date
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Please mail this form to:

**ATTN: Stacy Toole
Special Events Department
THE CITY OF KITCHENER
200 KING STREET WEST
7TH FLOOR, PO BOX 1118
KITCHENER, ONTARIO
N2G 4G7**