

EXHIBITOR REGISTRATION PACKAGE

The 16th Annual Word On The Street Vancouver takes place on Sunday, September 26, 2010, from 11:00 am to 5:00 pm at Library Square in beautiful downtown Vancouver.

The Word On The Street Matters. It's easy for us to say that after fifteen years of presenting the best of Canadian literature and bringing together more than 40,000 people each year in a dynamic celebration of reading and writing. What's made us so successful? In large part it's our vibrant Exhibitor Marketplace. By participating in our festival you'll connect with the people who matter most to you. People who love to read. People who buy books and magazines. People who are educated, professionally influential and who care about literacy in Canada. People who think you matter. Whatever your reason, you belong at The Word On The Street.

- The Festival's audience is predominantly female (75%) and a wide range of ages.
- Typically just over one in five visitors bring children with them.
- Over half of the children in attendance are 8-12 years old.
- Attendees' hobbies (aside from reading) range from cultural activities (film, music, art) to outdoor activities. Many listed hands-on and home-based activities such as crafts, gardening and cooking.

STEP 1: TYPE OF ORGANIZATION

In most cases, the type of exhibitor space is determined by your type of organization. Please review the following categories carefully as they have changed in the past couple of years. If your organization is not defined by these categories, please select OTHER and elaborate on the registration form.

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

Booksellers are permitted to sell all books and magazines that they would normally sell to the general public.

Book Publishers & Distributors: Companies whose primary business is the publishing and/or distribution of books or electronic books.

Publishers may sell out-of-print, remaindered titles, and any books published prior to December 31, 2009. New titles may not be sold directly. Those with fewer than four titles may choose to be located at a Village booth.

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. It may not have more than 70% advertising content (averaged over the year), must be 80% Canadian-owned, and use the original work of Canadian writers, artists and photographers as a substantial part of its content.

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

Arts / Non-Profit Organizations: Entities that promote the arts, which are not-for-profit or charitable and are typically funded by donation.

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

Literacy Organization: Practising non-profit or charitable organizations that provide family literacy programs and/or services for adults and children.

To be eligible for free space in Literacy Lane, you must be able to demonstrate upon request that your organization fits the defined standards of a "literacy organization." Space is distributed on a first-come, first-serve basis and subject to approval.

The Village: For book and magazine publishers that are smaller than the above definitions. Small second-hand bookstores, literary organizations and non-profit art associations are welcome.

NOTE: The Village is sold on a first-come, first-serve basis and may fill up.

The Word Under the Street: Located inside the library, this venue is for independent comic / zine publishers with print runs less than 100 and no employees.

WUTS Exhibitors must send three (3) examples of work with their registration.

EXHIBITOR REGULATIONS

1. Although Exhibitor booths are sheltered and there will be site security, Exhibitors should insure themselves, and their property. The Word On The Street cannot be held responsible for inclement weather, loss or damage, and will not refund the rental fee.

2. The Word On The Street does not censor books or other materials displayed by the Exhibitor. However, the laws of Canada apply. If for any reason, an exhibitor or its contents are deemed objectionable by the Festival, the exhibit will be removed without refund.

3. The Festival will have the right to adopt such rules and regulations as the contract or parties decide upon 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 all by-laws, rules, directions, orders and regulations of the City of Vancouver Police, Fire Department, and/or other Municipal authorities and the Festival.

4. The Exhibitor will keep the Exhibitor space open and staffed at all times during the Festival. The Festival reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. The Festival reserves the right to relocate exhibits when, in its opinion, they are necessary to maintain the character and/or good order of the Festival.

5. If the Exhibitor fails to conform to these requirements, The Word On The Street may terminate this agreement without making any refund, and may eject the Exhibitor, its employees, servants or agents from the Festival and Festival grounds. The Word On The Street shall not be responsible for direct or indirect loss of damage of any kind or nature incurred by the Exhibitor as a result of the Festival's termination of this agreement.

6. The Exhibitor agrees to indemnify and save harmless The Word On The Street, the City, and any other participants from and against any direct or indirect loss or damage to persons or property caused by any act of the Exhibitor, its employees, servants or agents. The Word On The Street shall not be held 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.

STEP 2: TYPE OF EXHIBITOR SPACE

Your type of exhibitor space is determined by your needs.

- Each **TENT BOOTH** registration consists of one-quarter ($\frac{1}{4}$) of a 20-foot square tent (see diagram below). It is equipped with a canopy, two eight foot tables and two chairs.
- Space in **THE VILLAGE** consists of one six foot table and two chairs under cover around the exterior of the library. Limited number of booths available.
Please Note: Village tables are for six feet of frontage. Whether purchasing an extra table, or bringing your own, that second table must go behind the skirted one we provide. If you wish to have two tables side-by-side, you need to purchase a second Village Table space.
- **THE WORD UNDER THE STREET** is located inside the library, downstairs. A full WUTS table booking includes one six-foot table and one chair. A half WUTS table booking includes half of one six-foot table and one chair.
- All tables will have a plastic cover on them and colourful cloth skirts.

PLEASE NOTE:

- The Word On The Street Vancouver does not provide signage for your booth. Please make sure that your booth is well-labelled so visitors know who you are. The Word On The Street will provide numbered signs on the booths that correspond to the listings in the Program Guide.
- If you are participating in The Book Bag Treasure Hunt, The Word On The Street Vancouver will supply you with a Book Bag Sign to let visitors know you are participating.

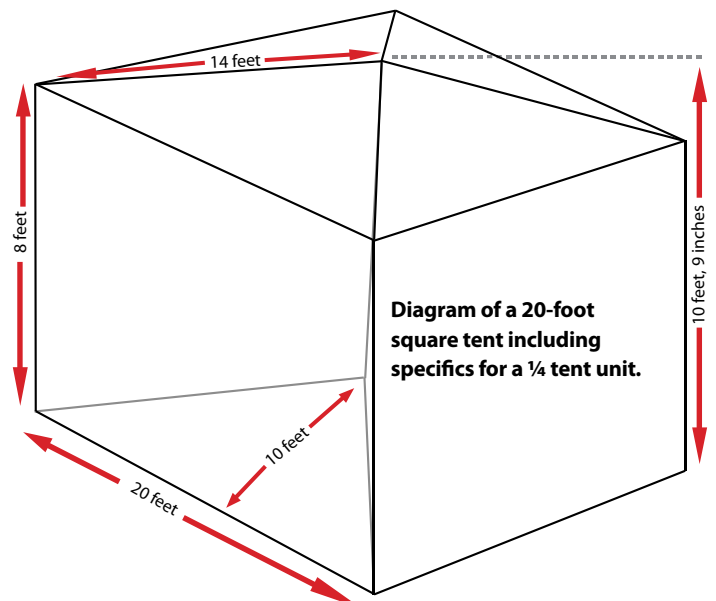
IMPORTANT DETAILS

The Vancouver Book and Magazine Fair is a non-profit society whose mandate is to foster awareness and appreciation of the written word, and to involve the public in a celebration focusing on the importance of literacy in the lives of all Canadians.

- Exhibits for The Word On The Street Vancouver will be located on Library Square, Homer and Hamilton Streets. The streets will be closed to all traffic. **The festival runs from 11:00 am to 5:00 pm.**
- Exhibitors will be responsible for the set-up for their own exhibit. **The exhibitor areas will be available for set-up from 8:00 am** on Sunday, September 26, 2010. Booths must be set up and vehicles removed from the site by 9:30 am.
- **Exhibitor booths must be staffed at all times from 11:00 am to 5:00 pm.** No displays will be dismantled or goods removed during the entire period of the festival. The Word On The Street is not responsible for any property belonging to the exhibitor.
- Exhibitors agree to remove their exhibits (equipment and display materials) from the festival site by 6:00 pm. In the event of failure to do so, exhibitors will be billed for any costs incurred.
- Booksellers, small presses and magazine publishers are permitted to sell all their products. Saleable items include those “generally found in bookstores.” Large and medium book publishers agree to sell only backlist titles (books published prior to December 31, 2009) and remainders.
- If you have a **preferred booth or table location** in mind, please let us know. However, given the obvious limitations of space, we cannot guarantee every spot (particularly if you want a specific Village spot around the library). We’ll do our best to honour your request.
- **Registration must be made on the form provided** and mailed with a deposit of no less than 50% of the total price of the space (excluding taxes). Exhibitor space will only be confirmed upon receipt of a 50% deposit.

- **All registrations must be paid in full no later than June 30, 2010.** If space is sold out, cheques will be held and a waiting list established.
- **Deadline for registration is June 30, 2010.** Exhibitors are subject to a cancellation fee. For cancellation prior to June 30, the fee is 10% of the total value of the space assigned. There will be no refunds after June 30, 2010.
- **Exhibitors will be mailed a package that includes their location, program, and other related information in the first week of September.**

“The Word On The Street is a wonderful way to widen your mind and have total family fun all at the same time.”
—John Harris, *Audio Vision Canada*



STEP 3: EXTRA PARTICIPATION

ADOPT AN AUTHOR

Adopt an author and you could find yourself adopting a famous author or an emerging talent! Have your name associated with a fun, lively community event by Adopting an Author!

Make a donation for \$100 and you can “adopt” one of our many featured authors for the day.

Benefits:

- In The Word On The Street official Program Guide you'll be named as the presenter of your author's reading.
- At the reading venue, your name will be announced when your author is introduced.
- Best of all, you'll get a copy of the book so be sure to meet your author and have the book autographed. If you can't be there on the day, let us know and we'll have it signed for you.

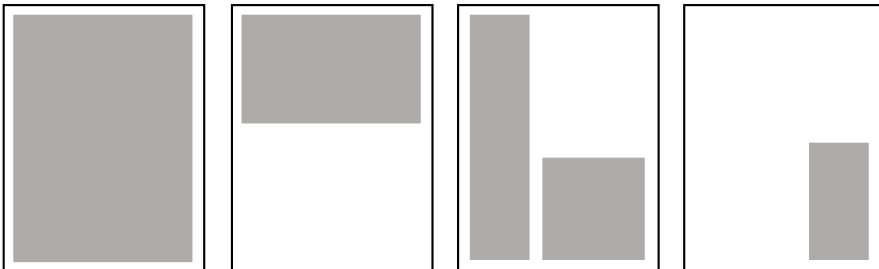
Please indicate on your Registration Form if you would like to Adopt an Author. When the list of participating authors is confirmed we will contact you. Visit the website or contact us for more information.

AD SPACE IN THE PROGRAM GUIDE

The official Word On The Street Program Guide is an excellent vehicle for promoting your books, store, services and organizations with display ad space. Book your advertising space before March 31, 2010, and take advantage of the exhibitors-only early bird discount rates.

30,000 copies of our 56-page program are distributed in Metro Vancouver. The program features detailed descriptions of festival events, authors and performances, as well as listings for all exhibitors who register by June 30.

Ad Size (and details)	Before March 31	After March 31
Back Page (5.75" x 10")	\$1,200	\$1,400
Full Page (5.25" x 9.375")	\$850	\$1,000
1/2 Page (5.25" x 4.5")	\$380	\$450
1/3 Page Tall (1.6" x 9.375")	\$280	\$320
1/3 Page Square (3.4" x 4.5")	\$280	\$320
1/6 Page (1.6" x 4.5")	\$180	\$200



Ad artwork is due August 1, 2010. If you have any questions or for more information, contact Bryan Pike at (604) 684-8266 x25 or bryan@rebuscreative.com.

“The whole atmosphere was engaging and warm.”
 –Shirley Dunn, *Dave Greber Freelance Writers Award*

“[The Book Bag Treasure Hunt] was a good chance for us to increase our visibility.”
 –Ian Cockfield, *Event magazine*

THE BOOK BAG TREASURE HUNT



Want to attract more people to visit your booth? Participating in the Book Bag Treasure Hunt can help, potentially drawing 250 more visitors! All exhibitors are invited to join in the 13th Annual Book Bag Treasure Hunt!

HOW IT WORKS:

1. Canvas book bags are imprinted with the names of participating exhibitors on one side and The Word On The Street logo and year on the other
2. The bags are sold at the Info Booths to festival visitors for \$20 each.
3. The bag owner then visits each of the designated booths during the festival to collect a free, exclusive gift.
4. We will provide purchasers with a card listing the participating exhibitors which you can initial to ensure only one gift is given per purchaser.
5. The special Book Bag symbol will be displayed on your booth and beside your listing in the Program Guide.

The cost to you? **\$50 for your name on 250 canvas bags** (which will be carried around town all year), plus the cost of your gift. Proceeds from sales support programming at The Word On The Street.

Your gift can be anything — a poster, magnet, magazine, book, bookmark — so long as the book bag purchasers are exclusively entitled to them; it cannot be something you are handing out to anyone else on site.

Book bags and other great Word On The Street merchandise like t-shirts and ball caps can be purchased from the Info Booths any time during the Festival. However, most people line up early as we tend to sell out of all 250 bags!

98% of exhibitors participating in the Book Bag Treasure Hunt said they would consider participating again.*

* According to response on the 2008 Exhibitor Survey

STEP 4: ADDITIONAL INITIATIVES

THE PROGRAM GUIDE

30,000 copies of our 56-page Program Guide are distributed in Metro Vancouver. It features detailed descriptions of festival events, authors and performances, as well as listings for all exhibitors who register by June 30.

As an exhibitor, you automatically get a free listing (15-word blurb) in the Program Guide. If you would like to buy advertising space, please indicate so on your Registration Form.

THE SILENT AUCTION

Every year, friends and supporters generously contribute books, gift baskets, event tickets and more to help us raise funds to run the festival.

All proceeds collected as donations keep The Word On The Street free and accessible to all. Supporters are acknowledged in the library concourse at the Festival.

Please indicate on the Registration Form if you can provide something for our Silent Auction.

SPONSORSHIP OPPORTUNITIES

Want more than just exhibitor space or ad space in the Program Guide? Consider sponsoring part of the Festival as a tent sponsor or even being an Official Sponsor!

Contact us for more information about the different levels of sponsorship available for the 2010 festival.

SPECIALIZED PROGRAMMING

The Word On The Street is a non-profit organization dedicated to uniting the country in a national celebration of reading and writing while highlighting the importance of literacy in the lives of all Canadians.

Do you have an author with a new title? Are you a magazine publisher who would like to do a presentation? Are you a spoken word poet who wants to perform? If you want to be a part of The Word On The Street Festival programming, please contact us. We love to hear new ideas.

Some of our regular venues and events include: the Mainstage, Poetry Tent, Authors Tent, Canada Writes, Kids Tent, Writing Talks and The Word Under The Street.

THE WORD ON THE STREET PROMOTIONAL MATERIALS

Take advantage of the The Word On The Street promotions: The Book Bag Treasure Hunt, display ad space in the official The Word On The Street Program Guide, Adopt-an-Author and event sponsorship will introduce thousands of visitors to your business or organization.

The Word On The Street supplies promotional bookmarks and posters. Use them to promote the festival to your customers, members and colleagues. Simply note in your Registration Form how many you would like to receive.

Do you have a public space to display an oversize The Word On The Street poster in September? Let us know! Funding permitting, we'll be printing a few extra-large posters and we'll be looking for high profile spots to put them.

MORE IDEAS

Inform your customers, members and colleagues about your participation: Hang a sign in your shop or office reminding people to visit your booth; telephone, fax, and/or email announcements; remind people in your newsletters, newspaper ads, website and other promotional materials.

Call if you would like to use The Word On The Street logo or banner in any of your materials so we can supply you with a high resolution image.

Take part in Festival Events: Publishers and self-publishers are invited to pitch new titles to us in the Spring to have their authors considered for inclusion in any of the various readings/demo venues planned for 2010. Do you have an idea for an interesting, hands-on, book-themed display or exhibit? Give us a call.

Other The Word On The Street-only deals: Special prices, contests, draws, activities and author signings are great ways to increase attendance and shopping at your booth. **Let us know by mid-July and we can include it in our program guide!**

Be prepared: Dress accordingly! We can't control the weather, and even on sunny days, many exhibitors are in the shade. Also, if it's windy, you might want to bring some paperweights to hold down your papers.

Check out the other exhibitors: Make sure you have someone to staff your booth and check out the rest of the Festival! You'll meet colleagues, authors, potential clients and more!

BEST BOOTH COMPETITION

We are pleased to present our 5th Annual Best Booth Design Competition for Exhibitors. Show off your creativity during the 2010 Festival and you can save money when you register for 2011.

Anything goes: A colourful banner with your company name clearly displayed, products and materials on display for visitors, decorations, contests... be creative! All exhibitors are invited to enter, and best of all, there are no additional forms to fill out.

Create the most inviting, inventive, and exciting booth you can and a panel of judges will walk around the site during the festival to determine the winners.

Categories and Prizes are as follows:

Booth (¼ tent +): 15% off booth rental in 2011
Village Table: 25% off table rental in 2011
Word Under the Street: free table rental in 2011

Each category also has a Runner-up Prize of a current WOTS t-shirt!

The selected exhibitors will be announced on the WOTS website Contest Page and will be listed in next year's Exhibitor Registration Form.

CONGRATS TO THE 4TH ANNUAL BEST BOOTH WINNERS (2009)

BEST BOOTH IN TENT

Winner: Robson Reading Series
Runner-up: CARP & Zoomer Magazine

BEST VILLAGE TABLE

Winner: Blue Lantern Studio
Runner-up: Mirificent Inspiration

BEST WORD UNDER THE STREET TABLE

Winner: one cool word magazine
Runner-up: Fresh Brewed Illustration

"I really love how organized everything is [at The Word On The Street Vancouver]. The brochures are great."

*– Josué Menjivar,
Fresh Brewed Illustration*

REGISTRATION CATEGORIES & FEE STRUCTURE

VENDOR CATEGORY	SPECIFICATIONS	BOOTH SIZE / AREA	EARLY BIRD RATE: ENDS FEBRUARY 1	REGULAR RATE: FEBRUARY 1 - MAY 30	LATE RATE: AFTER MAY 30
BOOK EXHIBITORS					
Bookseller - Chain	5+ locations	¼ tent +	\$ 1,025	\$ 1,100	\$ 1,200
Bookseller - Independent	1-4 locations	¼ tent +	\$ 585	\$ 675	\$ 720
Large Book Publisher/Distributor	30 + titles / year	¼ tent +	\$ 1,025	\$ 1,050	\$ 1,150
Small/Medium Book Publisher/Distributor	5-29 titles / year	¼ tent +	\$ 585	\$ 675	\$ 720
Micro Book Publisher/Distributor	fewer than 4 titles	Village	\$ 180	\$ 220	\$ 250
MAGAZINE MEWS					
Large Magazine Publisher/Newspaper	Multi-title (2 or more)	¼ tent +	\$ 1,025	\$ 1,100	\$ 1,200
Medium Magazine Publisher/Newspaper	Single title; circulation above 5,000	¼ tent +	\$ 585	\$ 675	\$ 720
Micro Magazine Publisher/Newspaper	Single title; circulation less than 5,000	Village	\$ 180	\$ 220	\$ 250
OTHER					
Literacy Organization	See category description	Free*	-	-	-
Library	See category description	Either tent booth OR Village table	¼ tent: \$ 565 Village: \$ 180	¼ tent: \$ 655 Village: \$ 220	¼ tent: \$ 700 Village: \$ 250
Educational Institute	See category description				
Association	See category description				
Multimedia Organization	See category description				
Arts / Non-Profit	See category description				
THE WORD UNDER THE STREET					
Full table	Independent Comic / 'Zine	WUTS	\$ 40	\$ 50	\$ 55
Half table	Independent Comic / 'Zine	WUTS	\$ 30	\$ 35	\$ 40
COMPLETE TENT UNITS					
Independent		Full tent	\$ 2,065	\$ 2,240	\$ 2,425
Small-Medium Publisher		Full tent	\$ 2,065	\$ 2,240	\$ 2,425
Libraries		Full tent	\$ 2,065	\$ 2,240	\$ 2,425
Chain Bookstore	5+ locations	Full tent	\$ 3,030	\$ 3,275	\$ 3,455
Large Publisher	50+ titles / year	Full tent	\$ 3,030	\$ 3,275	\$ 3,455

* SUBJECT TO APPROVAL

PLEASE ADD 5% GST

SPACE IS SOLD ON A FIRST-COME, FIRST-SERVE BASIS

THE SHARING OPTION:

An exhibitor may pair with ONE other exhibitor for booth space. The cost is determined by the size of the publisher and/or bookseller(s); the larger of the pair determines the cost. Please note that the arrangements for these sharing agreements are made between the sharing exhibitors and are not the responsibility of The Word On The Street Vancouver.

EXHIBITOR REGISTRATION FORM

CONTACT INFORMATION

Company or Organization Name		
Contact Person		
Mailing Address		
City	Province	Postal Code
Telephone Number	Fax Number	
Email	Website	
Free 15-word Blurb for Program Guide *Blurb may be edited for clarity and brevity.		

SHARED BOOTH? If you are sharing exhibitor space, please include contact information and program blurb for your partner. Include additional sheet(s). Yes No

PAYMENT CALCULATOR

Exhibitor Booths * Please see Fee Structure for booth rates by Registration Category.
 Vendor Category _____ Type of booth(s) _____ @ \$ _____ \$ _____
 Special Request Regarding Booth Placement: _____
 NOTE: We will try to accommodate requests wherever possible, however, we reserve the right to assign booth space as required.

Additional Exhibiting Supplies * Additional tables must be placed behind your booth or village space

_____ (#) of 6' Tables @ \$35.00 each	\$ _____
_____ (#) of Chairs @ \$10.00 each	\$ _____
_____ (#) 15-amp electrical outlets @ \$150.00 each	\$ _____

The Book Bag Treasure Hunt * Please ensure you have 250 items for participants of The Book Bag Treasure Hunt

_____ (#) of Book Bag Treasure Hunts @ \$50.00 each \$ _____
 Name to be printed on the bag: _____

Official Merchandise

_____ (#) of The Word On The Street t-shirts @ \$12.00 each \$ _____
 _____ (#) of The Word On The Street ball caps @ \$12.00 each \$ _____

Promotional Materials

Yes, please send me more information about this. * Free for exhibitors

Ad space in the Program Guide * Ad artwork is due by August 1, 2010

Size of ad: _____ @ \$ _____ \$ _____

Adopt An Author

_____ (#) @ \$100.00 each \$ _____

Please complete, sign, and send with full payment to: The Word On The Street Vancouver 901- 207 West Hastings Street, Vancouver, BC, V6B 1H7	SUBTOTAL \$ _____
Please make cheques payable to: The Vancouver Book and Magazine Fair Society	+ 5% GST \$ _____
	TOTAL \$ _____

Exhibitor space at The Word On The Street is limited and available on a first-come, first-serve basis only. Festival exhibitors will not be considered registered and booth space will not be confirmed until both the original registration form and full payment have been received. 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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Donate to the The Word On The Street Silent Auction 2009

Yes, I am able to donate an item for the Silent Auction Item _____ Estimated Value: _____