



**3rd Annual
GAITHERSBURG
BOOK FESTIVAL**

EXHIBITOR/VENDOR APPLICATION

**Say YES! To The Book
MAY 19, 2012**

EXHIBITOR CONTACT

Nansie Wilde • nwilde@gaitthersburgmd.gov • 301-258-6350



Gaithersburg Book Festival

Exhibitor/Vendor Fact Sheet

Interpretation of these guidelines is at the discretion of the City staff

Event Description

The Gaithersburg Book Festival (GBF) is a large-scale annual celebration of the written word. The outdoor event features presentations and signings by authors of both national and local acclaim, writing workshops, literary exhibitors, book sales, children's activities, food vendors, and a Coffee House featuring poetry readings and music.

Advertising and Promotion

The City will advertise the festival in the following ways: On the City website (www.gaithersburgmd.gov), the Book Festival Website (www.gaithersburgbookfestival.org), both the City and Book Festival Facebook and Twitter accounts, the City of Gaithersburg Cable TV station, in multiple print ads in newspapers and magazines, area book clubs, press releases to local and regional media outlets, 10,000 postcards distributed to school students, libraries, and City facilities, and 30,000 bookmarks distributed throughout the County at retail stores, shopping malls, and events.

Application & Notification Process

The application **due date is Friday, 4/13/12. After 4/13/12**, your application will only be accepted with a **\$15 late fee, providing space is still available**. You will receive an initial confirmation e-mail upon receipt of your application, and another e-mail concerning your acceptance status once your application is processed. The specific event day information and entrance pass will be mailed out approximately 2 weeks prior to the festival.

Setup

Setup will be between 7 a.m. – 9 a.m. on Saturday 5/19/12. Your arrival time will be noted on your entrance pass. *You must unload and move your car to the assigned parking area, before setting up your booth.*

NOTE: Festival streets will be closed to all traffic at 9 a.m. If you are late, your car will not be let into the festival area.

Exhibitor/Vendor Spaces

All spaces are 10' x 10', and are located outdoors.

All vendors are responsible for their own equipment and must operate within their assigned space. **Booths may be dismantled at 5 p.m. and not before. If vendors break down prior to the end of the festival, they may lose the privilege of participation in future City events.**

Festival Regulations

The festival staff reserves the right to have exhibitors remove unacceptable or inappropriate items, or to relocate or dismiss any participant. No alcoholic beverages, pets (except guide dogs), skateboards, roller blades, bicycles, or weapons are permitted within the festival.

Important Tax Information

The State of Maryland requires any person selling used or new products to charge 6% sales tax and have a Maryland

Tax number. Vendors' names will be submitted to the Maryland State Comptroller's Office. A temporary Maryland Sales Tax # will be assigned to you if necessary.

Food

Food will be available for sale at the event. No food items or drinks may be sold by any vendor except for festival-approved food vendors preauthorized by the Montgomery County Health Department. A separate food vendor application is available on line at

www.gaithersburgbookfestival.org

Photos

Photographs submitted may be used by the City of Gaithersburg to promote the festival. Also, please note that photographs taken during the event may be used in future promotional materials.

Vehicles

There will be no parking available on the festival grounds. Only one vehicle will receive a pass to enter the festival area for unloading purposes. All other vehicles must park at Gaithersburg High School, the Activity Center at Bohrer Park (2 blocks away) or ride the free shuttle from Lakeforest Mall. Please call 301-258-6350 prior to May 17 with questions concerning passes. **After the festival, vendor vehicles will not be allowed to re-enter the festival area until police open the roads.**

Power

There will be **no electricity** provided, and **generators are not permitted** at this festival. If this causes you to be unable to participate in the event, please call/ email the Exhibitor Contact, Nansie Wilde, at 301-258-6350/ nwilde@gaithersburgmd.gov to discuss.

Tables/Chairs/Canopies

You must **bring your own** canopy, table and chairs. For your convenience, canopies are also available for rent at \$150 per canopy. Please indicate on your application if you will be renting, or bringing your own.

Cancellation/Refund/Rain Policy

This is an outdoor, RAIN or SHINE event. You are responsible for covering your merchandise in case of rain. If the City cancels the event due to public safety concerns, a refund will be granted otherwise there will be **NO** refunds granted after 4/30/2012. Refunds are subject to specific guidelines and a processing fee.

Promotional Opportunities

Looking for an opportunity to connect with thousands of potential customers? A variety of **sponsorship packages** are available, and can be tailored to meet your marketing objectives. Please visit www.gaithersburgbookfestival.org for information about GBF sponsorship.



2012 GAITHERSBURG BOOK FESTIVAL
Exhibitor/Vendor Application

Application Deadline: April 13, 2012

Application must be complete and include payment in order to be processed. Incomplete applications will be returned. Sending in your application and payment does not guarantee acceptance.

Please print clearly or type.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone (required): _____ e-mail (required): _____

Evening Phone: _____ Cell: _____

Website (if applicable): _____ MD Tax # (if applicable): _____

Please indicate your exhibitor / vendor category: *All exhibitors/vendors must promote literary materials, organizations, causes or themes. All items sold must be related to books, writing, or literature.*

Author → Name of Book: _____ Genre: _____

Publisher Literary Organization Nonprofit Other _____

I plan to: (Check all that apply)

Sell a product Hand out info Pass out giveaways Collect donations

Offer an activity or special promotion (please describe): _____

Briefly describe what you will be doing at your booth, and what items, if any, you will be selling:

Please include pictures of items for sale and/or copies of handout materials.

How many 10' x 10' spaces are you purchasing? _____

Are you renting a canopy? (please circle one) **NO** **YES** → **How Many:** _____

FEES* (Per 10'x 10' booth space)

• City of Gaithersburg Resident: \$75

• Nonresident: \$100

• Non-profit: \$35 (proof of non-profit status must be provided)

• 10 x 10 Canopy Rental: \$150 (per canopy)

• Late Application: \$15 (must be included with all applications submitted after 4/13/2012)

***Refunds are subject to specific guidelines and a processing fee. No refunds will be made after Monday, April 30, 2012 .**

Accommodations for those with a disability

The City of Gaithersburg is committed to making reasonable accommodations as required by the Americans with Disabilities Act. All requests must be made on this application. Your request for accomodations will in no way affect your acceptance status. Please indicate what accommodations are necessary:

All Applicants

I certify that I have read and fully understand the Gaithersburg Book Festival Fact Sheet and that the information contained in this application is true. I further understand that if I intend to sell anything at the festival, I will be required to charge 6 % sales tax and I will be assigned a temporary Maryland State Tax ID# by the MD State Comptrollers Office. If selling food, I must apply and be approved for a Montgomery County Health Permit from the Montgomery County Health and Human Services Agency.

I certify that I have read, or have been given the opportunity to read, and fully understand R-73-05 (available on line at www.gaithersburgmd.gov/events), any amendments thereto, the festival Rules and Regulations (Fact Sheet), this Agreement, and any other applicable law or resolution that is in effect as of the date of the Gaithersburg Book Festival.

By participating in this City of Gaithersburg festival I agree that I, or anyone entitled to act on my behalf, together with the organization I represent (if any), hereby waive and release the City of Gaithersburg and the organizers of the festival, plus all event partners, sponsors and volunteers, and their representatives, successors and assigns, from all claims and liabilities of any kind arising out of my participation in the festival, even if that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

Participation in the Gaithersburg Book Festival by groups or organizations other than City of Gaithersburg officials, departments or committees does not constitute City of Gaithersburg endorsement.

Signature _____ Date _____

MAIL COMPLETED APPLICATION, PAYMENT, AND ALL REQUIRED MATERIALS TO:

Gaithersburg Book Festival Exhibitor
506 S. Frederick Avenue
Gaithersburg, MD 20877

For Office Use Only:
Date Rec'd: _____
Resident: Y N
Accepted: Y N
Date Notified: _____

Make Checks payable to "City of Gaithersburg"

of spaces: Fee:
_____ X _____ = _____

of canopies:
_____ X \$150 = _____

Total Paid: _____

Cash Check # _____

CREDIT: Circle one: VISA / MC / DISC

_____ Exp. ___ / ___

Signature (required): _____

Print Name (required): _____