



Saturday, March 20, 2010
10 a.m. - 4 p.m.
Harborside Event Center & Centennial Park
Fort Myers River District

Celebrate the Power of Reading! * March 20, 2010

Dear Potential Reading Festival Participant:

We invite you to join the Southwest Florida Reading Festival as a marketplace exhibitor on Saturday, March 20, 2010. This will be our 11th annual festival. The festival takes place in the River District in downtown Fort Myers, Florida, in the Harborside Event Center and Centennial Park. The festival opens at 10 a.m. and runs through 4 p.m.

Marketplace Exhibitors – Exhibit space will be available for publishers, writers, merchants of reading/education themed merchandise, and non-profit literary or educational organizations on a first-come, first-served basis. Exhibit space is available outdoors in the children's area and inside Harborside Event Center in the adult area. If sharing space, please indicate the other exhibitors name under "Exhibitor Space Activity Detail" section of the agreement. (Please, no more than 2 exhibitors per table. The applicant making the reservation must assume full payment for the space).

Exhibitor Advertising – You may opt to purchase an ad in the festival guide to highlight your presence at the event. See the enclosed Marketplace Advertising form. Space is limited and available on a first come, first served basis.

Sponsorship opportunities exist that provide increased publicity for your business or organization. Contact Karen Sloan at (239) 533-4826 / ksloan@leegov.com for further information on sponsorship and advertising for the Southwest Florida Reading Festival.

Thank you for your interest in serving the citizens and visitors of Lee County. We look forward to your participation.

Sincerely,

Debbie West
Southwest Florida Reading Festival
Exhibitor Coordinator
239-533-4805 - dwest@leegov.com



Marketplace Application – Exhibitor Space Page One

Guidelines for Participation:

- All exhibitors' missions must be literary-oriented or have activities at the Festival that are literary in nature.
- **Exhibitors may not sell books by the Festival's featured authors.** Books-A-Million will be the sole provider of these titles. This list will be distributed to all exhibitors at least four weeks prior to the Festival.
- **New Exhibitors Only:** Samples of all give-away and take-away literature must be included with the Marketplace Contract for approval.
- Exhibitors **may not sell t-shirts** as this is a conflict with a Reading Festival fundraising activity.
- Exhibitors may not conduct fundraising for their organization or any organization other than the Reading Festival.
- The Festival reserves the right to refuse a space to any exhibitor whose merchandise/mission is not in keeping with the festival mission: promoting reading, literacy and library services.

Spaces:

- Exhibit space rental is for a 10' x 9' space. Each space in the children's area will feature a tented 8' table and two chairs on the east side of Centennial Park. Each space in the adult area will feature an 8' table and two chairs inside Harborside Event Center.
- Power hook-up is available for an additional fee. The number of hook-ups available is limited and will be assigned on a first-come first-served basis. Exhibitors must bring their own extension cords and power bars. **The minimum requirement for extension cords is a 12-gauge, 3-conductor with ground.** Water hook-up is not available.
- Exhibitors are required to supply enough staff to sufficiently operate the space. Volunteers are not provided to relieve exhibitors for breaks or lunches. Food and beverages are available for purchase in the outdoor area.
- Exhibitor will be responsible for trash removal from the space and the immediate area surrounding the space. All trash must be removed during load-out.
- We cannot guarantee the availability of carts or hand trucks so please bring your own if one is required.

Space Assignment:

- Locations will be assigned according to Festival needs. Notification of site location and a site map will be sent before the Festival.

Load In/Out:

- Load-in begins at 7:00 a.m. and is to be completed by 9:00 a.m. on the day of the Festival. Vehicles are not permitted on Festival grounds after 9:00 a.m. on the day of the Festival.
- Load-out begins at 4:00 p.m. on the day of the Festival. Vehicles are not permitted on Festival grounds until after 4:15 p.m.



Marketplace Applications – Exhibitor Space Page Two

Inspection:

- There will be an inspection of all exhibitor areas before 10:00 a.m. on the day of the Festival to ensure everything is to the satisfaction of the exhibitors and Festival representatives.
- Festival representatives will conduct a final inspection of the exhibitor area at the end of the day. Areas needing clean-up by City of Fort Myers staff will be billed accordingly.

Sales Tax:

The Reading Festival is not responsible for collection of sales tax and tax payment to proper authority on goods sold by exhibitor.

Parking:

- Exhibitors may not park a vehicle, trailer, or cart at their space. Vehicles are not permitted on Festival grounds.
- Parking is available along the downtown streets and the east side of Harborside Event Center. The City of Palms Parking Garage on the south side of Harborside charges a nominal fee for the entire day.
- The Festival is not responsible for parking tickets received by exhibitors or volunteers.

Cancellation:

- Cancellations received after February 12 will forfeit all fees.



Marketplace Application – Exhibitor Space Page Three

PLEASE RETURN PAGE THREE AND FOUR OF THIS APPLICATION ALONG WITH PAYMENT TO:

Southwest Florida Reading Festival
Debbie West, Marketplace Coordinator
2345 Union Street
Fort Myers, FL 33901

Name: _____ Phone: _____

Organization: _____ Cell Phone of person
staffing space: _____

Address: _____ Fax: _____

City/State/Zip: _____

Email: _____ Website: _____

Type of Organization:

_____ Non-Profit Mission: _____ Fed Tax I.D. _____

Attach copy of Fed Tax 501C3

_____ For Profit Business Type: _____

Space Activity Detail: Tell us in detail what you plan to sell or display. Samples of all give-away and take-away literature must be included with this application for approval.



Marketplace Application – Exhibitor Space Page Four

NAME _____ ORGANIZATION _____

<u>Qty</u>	<u>Cost</u> <u>if postmarked by</u> <u>November 20, 2009</u>	<u>Cost</u> <u>if postmarked after</u> <u>November 20, 2009</u>	<u>Amount Due</u>
_____ 10' x 9' space (for profit)	\$ 185.00	\$ 210.00	_____
_____ 10' x 9' space (non-profit*)	\$ 125.00	\$ 125.00	_____
_____ Power hook-up (see note below)	\$ 35.00	\$ 35.00	_____
_____ Additional chair	\$ 5.00	\$ 5.00	_____
_____ Additional table (1 maximum)	\$ 18.50	\$ 18.50	_____
_____ B/W ad in Festival Guide (please complete attached form)	\$ 90.00	\$ 90.00	_____
	Total Amount Due		_____

Space location (check one): Indoor Adult Marketplace Outdoor Children's Area Marketplace

By participating in the 2010 Southwest Florida Reading Festival, you agree to the terms as outlined on the Marketplace Application – Exhibitor Space. Enclosed with this application is the following payment.

Check #: _____ Check Amount: \$ _____

Please make check payable to "LCLS-Reading Festival." Applications may not be accepted after December 31, 2009.

Signature: _____ Date: _____

* Increasing costs force the Reading Festival to limit the number of spaces available at the non-profit rate. Please submit payment early to ensure your discounted rate.

Note: Minimum requirement for extension cord is a 12-gauge, 3-conductor with ground.