



2011 Central Coast Book and Author Festival

Presented by the Foundation for San Luis Obispo County Public Libraries

www.slolibraryfoundation.org

Sunday, September 18, 2011 • 10 a.m. to 4 p.m.
Mission Plaza, San Luis Obispo, California

EXHIBITOR APPLICATION (can be filled-out in Adobe Reader)

Name of Applicant

• Title of work(s)
to be exhibited

• Genre

• Name for booth banner

(max 25 characters)

• Mailing address

• Phone

• Email

• Contact (if different
from applicant include name and email)

• Web site

• Required information

Exhibitor Fees

Full Table	\$130 (\$175 as of July 1st)	Non-profit group* \$125	2011 Returning Exhibitor \$130 before June 30	2011 Returning Non-profit* \$125 before June 30
½ Table	\$90 (\$135 as of July 1)	Non-profit group* \$65	2011 Returning Exhibitor \$90 before June 30	2011 Returning Non-profit* \$65 before June 30
Art of the Book Show and Sale	Festival exhibitors no charge. See below	Only exhibiting in Art of the Book \$20 entry fee.		

*Must include copy of current IRS determination letter

NOTE: A maximum of two authors may be represented per table. For rates to accommodate more than two authors per table, contact the Festival at (805) 771-8323 or morrojoan@charter.net

Late fees: All applications received after September 1, add \$25.00

Friends of the Library: Contact Joan Decker morrojoan@charter.net for application

ADDITIONAL INFORMATION REQUIRED to complete application:

- A copy of one of the publications you will be exhibiting.
- Up to 35 words of promotional copy. Information may be edited for content and clarity.

Image for promotional materials. Color space: RGB color; Size: approximately 10 MB; File format: JPEG (High Quality). A cover image is good, but an author portrait is also acceptable.

PROPOSALS FOR READINGS, WORKSHOPS AND PANEL DISCUSSIONS:

Acceptance of proposals for readings, workshops, exhibits and panel discussions will be based on content and availability of space and will be at the discretion of the Festival Committee.

Deadline for applications to present a reading, workshop, or panel is July 31, 2009. If you are interested in making a presentation of a reading, workshop or panel, please include the following information:

- **For readings:** a copy of the text (maximum 15 minutes)
- **For workshops:** an outline of the workshop (maximum 25 minutes)
- **For panel discussions:** a synopsis of the discussion topic and suggested participants by name, with contact information. All participants must be accepted exhibitors (maximum 40 minutes)

ART OF THE BOOK EXHIBIT AND SALE: Contact Meryl Perloff at mgp816@gmail.com for details or see information at www.slolibraryfoundation.org

PAYMENT of FEES: Check payable to **Foundation for San Luis Obispo County Public Libraries**
P.O. Box 12942, San Luis Obispo, CA 93406-2942

FESTIVAL POLICIES:

- **Purpose:** The purpose of the Festival is to celebrate books and reading. The Foundation reserves the right to deny space to any exhibitor whose merchandise does not serve this end.
- **Table Location & Size:** Specific locations cannot be guaranteed. Each table will have dimensions of approximately 2ft x 7ft. Also included, 2 chairs per full table, a tablecloth and name banner. Umbrellas will be provided, but may not fully cover each table. *No electrical outlets are available*
- **Insurance:** Exhibitors *must carry their own insurance* to protect their property. The Festival does not assume responsibility for any merchandise or property that may become lost, stolen or damaged.
- **Cancellations & Refunds:** If a cancellation notification is received by the Festival organizers on or before July 1, 2010, the exhibitor shall be entitled to a full refund, less \$10 processing fee. For notifications received between July 1 and September 1, 2010, a 50% refund will apply, less a \$10 processing fee. There will be NO refunds after September 1, 2010. ALL refunds will be processed after the Festival is completed. Nonrefundable fees are tax-deductible donations to the Foundation for San Luis Obispo County Public Libraries. *The Festival occurs rain or shine.*
- **Sales Tax & Vendor Fees:** Exhibitors will be responsible for paying local, state and federal sales tax on revenues received on the day of the Festival. In addition, a San Luis Obispo City Vendor Fee (10% of gross sales) is payable on the day of the event. This fee is in lieu of a business license. *If you possess a valid San Luis Obispo City business license*, you may submit a photocopy of the license with your application, thus avoiding the Vendor Fee. Those organizations with current 501(c)3 letters are exempt from the City Vendor Fee.
- **Festival Promotional Material:** Inclusion in any Festival promotional material cannot be guaranteed for exhibitors whose applications are received after July 1, 2011.
- **Exhibitor Application Confirmation:** Only complete applications will be considered (completed Application, payment, copy of publication to be exhibited, promotional copy and image, reading/workshop/panel information as applicable). Set-up, directions, and other details will be furnished after August 15, 2011. Acceptance of applications will be emailed to the address provided as they are accepted.
- **Lodging:** Special Festival rates are available at the Inn at Morro Bay See www.innatmorrobay.com. Call 1-800-321-9566 and ask for Book and Author Festival rates. Reservations must be made prior to August 18, 2010. Rates range from \$59 to \$139 per room per night depending on night and type of room. OR see www.sanluisobispo.com
- **No Smoking:** There is no smoking in the Festival area.

Questions? Voice mail (805) 771-8323 or e-mail Joan Decker at morrojoan@charter.net

I have read and agree to abide by the Festival policies as outlined in this agreement.

Signature _____

Print Name _____

**Submit completed information to Joan Decker
Central Coast Book and Author Festival
P.O. Box 12942
San Luis Obispo, CA 93406-2942**