

2019 Printers Row Lit Fest

JUNE 8 & 9



Welcome to the 35th annual Printers' Row Lit Fest!

In 1985, the Near South Planning Board began the event as the *Printers Row Book Fair*. The event was a success and continued year after year and ultimately changed hands to be led by the Chicago Tribune while the Planning Board continued their association in a supporting role. Over the decades, the event grew into the largest Midwest book festival collecting some remarkable statistics; over 20 million visitors have attended the event, hundreds of authors have spoken, and millions of books have made their way onto the shelves of eager readers.

This landmark year sees the return of the event leadership to its founder, the Near South Planning Board. The Chicago Tribune remains a valued and active partner of the event and will continue as the print and digital media sponsor, providing promotion and outreach. They will also continue to provide editorial support to promote the festival program and traditional footprint.

The 2019 Fest will feature the Planning Board's 2019 Harold Washington Literary Award winner, Alex Kotlowitz, and additional exciting programming will be announced!

We look forward to a splendid, robust and renewed bibliographic celebration with you!

Included in this packet:

- Exhibitor fact sheet with general information
- Pricing structure and preliminary layout
- Exhibitor Application

Checks will be accepted as the preferred method of payment.

Checks will be processed upon acceptance into the 2019 Printers Row Lit Fest. If Credit Card is your preferred method, please reach out to coordinate payment.

Completed applications, including payment, must be received via email or mail **no later than April 5, 2019**. **Applications will not be accepted after the deadline.** Confirmation packets and exhibitor manuals will be sent in early May. If you have any questions about exhibiting at the 2019 Near South Planning Board's Printers Row Lit Fest, please contact Cody Spellman by phone at **773.878.2900** or email at cody@criterionproductions.com

See you in June!

Sincerely,

Cody Spellman
Vendor Coordinator

Bonnie Sanchez-Carlson
President & Executive Director, Near South Planning Board



2019 Printers Row Lit Fest

JUNE 8 & 9



2019 PRINTERS ROW LIT FEST TERMS

ELIGIBILITY: In order to exhibit at the Near South Planning Board: Printers Row Lit Fest you must either sell books, book-related products, or promote a Literacy-oriented program. You must either be a bookseller, publisher, or a non-profit organization focused on literacy or education issues. Sponsors and long-time exhibitors may be exempt from these criteria. All exhibitors must have an Illinois Business License to participate. The Near South Planning Board reserves the right to refuse any participation by any company or organization at its sole discretion.
Completed applications are due no later than April 5, 2019.

LOCATION: **Chicago's central business district (S. Dearborn & W. Polk Street) which will be closed to street traffic (site plan on following page).**

HOURS: Lit Fest hours will be from 10:00 a.m. to 6:00 p.m. Saturday and 10:00 a.m. to 5:00 p.m. Sunday. Exhibitors must remain set up throughout these hours.

COST: Price includes canopies (for tables in the street but not on the sidewalk), tables, chairs, promotion of the event, program of authors, poets and panel discussions, music, demonstrations, event set-up and break-down, and fee for Itinerant Merchant Application. **Table linens can be rented for an additional fee, please see the application page for this information. Please Note: Payment will be processed upon acceptance into Printers Row Lit Fest on approximately April 26, 2019. Load-in passes will be mailed via US mail.**

ILLINOIS BUSINESS TAX NUMBER: To exhibit at the Lit Fest, all exhibitors must have an Illinois Business Tax Number. If you are an out-of-state vendor or do not have a tax number, download an application from <http://tax.illinois.gov/TaxForms/Reg/REG-1.pdf>. On your exhibitor application form, please write, "Applied For" on the Illinois Business Tax Number line.

CANCELLATION POLICY: Cancellations made before April 26, 2019 will be granted a full refund. CANCELLATION POLICY: Cancellations made before 5:00 PM CST April 26, 2019 will be granted a full refund. Cancellations made between April 27 and May 10, 2019 will receive a 50% refund. Cancellations made after May 10, 2019 will receive NO REFUND.

SPACE CRITERIA: To ensure public safety and handicap accessibility, passable walkways must be maintained at all times. In the past, inordinate amounts of shelving, additional tables, and other materials caused many vendors to exceed their assigned space, which caused public safety concerns and generated many complaints from customers and vendors. Please do not exceed your allotted space. You will be asked to remove all extraneous material. Failure to comply with direction from Lit Fest Staff and/or Security will result in your removal from the event. Please keep this issue in mind when you are selecting the size of space you would like to purchase.

SIDEWALK LOCATIONS: Sidewalk location is approximately 4' x 8' space on the sidewalk, assigned by Lit Fest Staff. This space includes: - One 8' table with two chairs. (No other tables than the ones provided by the Near South Planning Board are allowed.) - Note that sidewalk locations are NOT under canopies and NO additional canopies will be allowed. - NO power generators will be allowed at sidewalk tables. - Exhibitors may not purchase more than 2 sidewalk tables — (some long-time exhibitors may be exempt).

TENT LOCATIONS: A 20' x 20' canopy covers a square of tables; two 8' tables occupy each side of the square. Exhibitors may purchase blocks of - 2 tables (1/4 tent) with 2 chairs, 4 tables (1/2 tent) with 2 chairs or 8 tables (whole tent) with 2 chairs. Material/equipment cannot protrude more than one (1) foot from under the edge of canopy. Once confirmed you will be contacted to confirm equipment/tent set up.

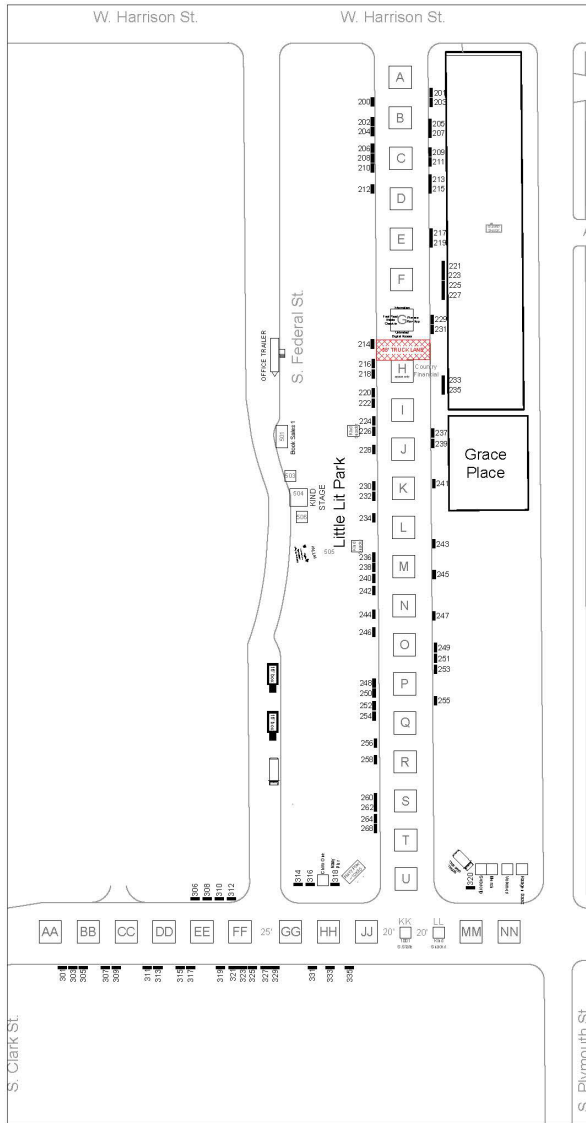
Signage for each location will be provided by the event to maintain aesthetic continuity. "Company Name" as submitted will be used for the sign.

WEATHER: Weather can be unpredictable. Be prepared for strong sun, wind, and rain. Participants are encouraged to bring protective coverings for their merchandise. The Near South Planning Board will NOT provide plastic covers or table linens and will NOT be held responsible for damage done to books by inclement weather.

- 1) **HOTEL ACCOMMODATIONS:** There are a number of hotels in close proximity to Printers Row, including: Hotel Accommodations: The Blackstone Hotel, 312.447.0955, Best Western Grant Park Hotel, 312.922.2900, Hotel Blake, 844.800.5293, Holiday Inn & Suites Chicago – Downtown, 312.957.9100, The Essex Inn, 312.939.2800, Hilton Chicago, 312.922.4400, Congress Plaza Hotel & Conference Center, 312.427.3800, Travelodge, 312.427.8000, Hiltons At McCormick Place, 312.791.1121, Chicago South Loop Hotel 312.225.7000, Hyatt Regency McCormick Place, 312.567.1234, and Marriott Marquis Chicago, 312.824.0500.



EXHIBITOR MAP



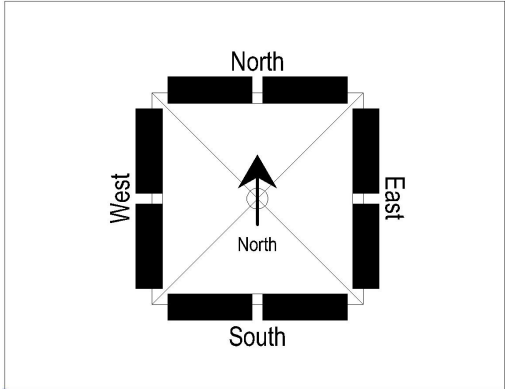
This is a preliminary map and therefore subject to change. The final map with exhibitor assignments will be sent with the confirmation packet.

PRICES:

- Sidewalk Spaces:**
- (1) 8' x 30" table no canopy \$375.00
 - (2) 8' x 30" tables, no canopy \$650.00

- Canopied Tents:**
- ¼ Tent (2 tables) \$1,125.00
 - ½ Tent (4 tables) \$1,750.00
 - FULL Tent (8 tables) \$2,850.00

TENT LAYOUT:



2019 Printers Row Lit Fest

JUNE 8 & 9



EXHIBITOR APPLICATION

EXHIBITOR CONTACT: *This person submits forms and coordinates booth logistics. A confirmation packet and any other materials will be sent to this contact.*

MAIN CONTACT _____ LEGAL COMPANY NAME _____

MAIN CONTACT PHONE # _____ MAIN CONTACT EMAIL _____

MAIN CONTACT ADDRESS _____ CITY _____ STATE _____ ZIP _____

ILLINOIS TAX BUSINESS NUMBER
This MUST be included to process application if you need to, download an application from <http://tax.illinois.gov/TaxForms/Reg/REG-1.pdf>.

TYPE OF BUSINESS (choose one): Bookseller _____ Publisher _____ Author (Please Specify) _____

NEW TO PRINTERS ROW LIT FEST (circle one): Yes No

COMPANY INFORMATION:

COMPANY NAME (will appear on signage) _____ COMPANY PHONE NUMBER _____ COMPANY WEBSITE _____

COMPANY ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

ILLINOIS TAX BUSINESS NUMBER
This MUST be included to process application if you need to, download an application from <http://tax.illinois.gov/TaxForms/Reg/REG-1.pdf>.

ON-SITE CONTACT PERSON (If different from MAIN Contact)

ON-SITE CONTACT NAME: _____

ON-SITE CONTACT CELL PHONE #: _____

2019 Printers Row Lit Fest

JUNE 8 & 9



TABLE/TENT PACKAGE: *(Please check one):*

SIDEWALK TABLE

_____ 1 Table@ \$375
 _____ 2 Tables@ \$650

CANOPIED TENT

_____ 1/4 Tent@ \$1,125
 _____ 1/2 Tent@ \$1,750
 _____ Full Tent@ \$2,850

Special requests *(furniture, placement, etc.):*

OPTIONAL EQUIPMENT RENTAL: *(Please indicate numbers):*

QTY: _____ 8' x 30" Table Linen(s) @ \$50 each= \$ _____

QTY: _____ 110V electrical outlets @ \$220.00 each= \$ _____ *(limited availability/locations; not available for tables)*

FILL IN AND ADD UP THE FOLLOWING FEES

Tent/Table Package Fee	Optional Rental Equipment Fee	City of Chicago Merchant Fee	TOTAL AMOUNT DUE
\$	\$	\$ 25	\$
+	+	+	

PAYMENT INFORMATION

_____ *Check enclosed (make payable to The Near South Planning Board)*

Please INITIAL HERE: _____ **I understand and agree to all of the terms of the 2019 Printers Row Lit Fest.**

Please email applications by the deadline of 5:00 PM CST April 5, 2019.

If sending application via mail, please mail no later than March 29th to ensure delivery by the deadline of April 5, 2019.

Please send completed application and payment to:

Near South Planning Board's Printers Row Lit Fest
 c/o Criterion Productions
 4753 N Broadway, Ste. 800
 Chicago, IL 60640