

GENERAL INFORMATION FOR ALL EXHIBITORS

We are eagerly looking forward to the 3rd Annual Fort Worth BookFest and would like to thank you for your interest in participating in what promises to be a lively celebration of literary and creative expression by local-area and regional authors, artists, and artisans.

With support from our programming partners, we believe we have created a strong platform for the ongoing examination and engagement of readers, authors, booksellers, and their audiences in the presentation of the annual BookFest.

The BookFest venue is smaller this year than in years past. Therefore, in an effort to present as balanced and diverse a selection of exhibitors and genre for our audience, a committee will review each Exhibitor Application prior to notification of acceptance. **We will refund fees paid to those not selected to participate less a non-refundable \$20 jury fee.**

PLEASE CAREFULLY REVIEW ALL INCLUDED DOCUMENTS

1. EXHIBITOR APPLICATION

Please review the Exhibitor Application in its entirety. Complete all fields and entries. If you find you have questions regarding anything requested, contact us via email or phone. Sign **Page 4** and include it along with **Page 1** of the Exhibitor Application and if interested, the information requested for **Promotional Opportunities** below.

2. INSTRUCTIONS FOR ALL EXHIBITORS (EXHIBITOR INFORMATION PACKET)

Please submit a brief author bio and a short profile of one book (regardless of the number of titles you plan to exhibit) - include your email address and cell number on each document, and save as a .pdf; include an author headshot and the photo of the book jacket profiled (both as a .jpg).

Artists and Artisans, include a marketing photo of some of the pieces you will bring for sale.

3. PARADE OF CHARACTERS or CHILDREN, JUVENILE, and YOUNG ADULT READERS

October is not only BookFest Month; it is the month of Halloween. Families look for safe environments and fun events for their children to attend. We are inviting visitors to come dressed as their favorite book character or superhero. The Parade of Characters usually opens the BookFest, but this year will be the closing event. We invite exhibitors to bring 'treats' to avoid 'tricks' from attending visitors, particularly in the young people's area but others can join in as well.

If you are interested in entering the main character of your story (Children, Graphic Novel, or Comic Book authors) in the Parade of Characters, please complete the Author Character Application found on the Website under the 'Characters Widget' title. We may require background checks on adults in costume. **You must provide the costume and person to wear it.**

4. Please forward all information to fwbookfest2017@gmail.com.

5. Address event-day-concerns to any Fort Worth BookFest volunteer.

BOOKS 'N BOOTS SOIREE

The **Books 'N Boots Soiree** is our 'Welcome to Fort Worth BookFest' event and an opportunity to thank you, our Exhibitors, for making BookFest a stop on your 2019 Book Tour. You will have the opportunity to meet the planning team, our supporters, and volunteers. Check the block next to, "*Send me an invitation to the Books 'N Boots Soiree,*" at the end of the Exhibitor Application to receive an invitation in late August. We offer **Two** RSVPs per Exhibitor, Artist, Artisan, or Non-profit registration, and **Four** RSVPs per Publisher registration. All Exhibitors are invited to this free, but invitation only event.

EXHIBITOR CONFIRMATION LETTER

Three to four weeks prior to October 12, you will receive your **Exhibitor Confirmation Letter**. The Exhibitor Confirmation Letter will contain your booth number and, if applicable, presentation location. We hope this information will enable you to better advertise your participation in BookFest. Additional information such as travel directions to the Maddox-Muse Center, maps indicating exhibitor and attendee parking locations, and directions to, and parking instructions for the Books 'N Boots Soiree. Any other necessary information not previously communicated will also be included.

We look forward to your participation in another exciting celebration of literacy and CommUnity.