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HARLEM BOOK FAIR 2023

We Tell Our Stories...



SATURDAY, SEPTEMBER 23, 2023 – BOOK FESTIVAL
REDUCED REGISTRATION FEE DEADLINE: MONDAY, JUL. 31, 2023

*Bookseller/Vendor/Company _____ *Contact name: _____

*Address (No P.O. Boxes) _____ *City: _____ *St: _____ *Zip: _____

*Phone: (____) _____ *Email: _____

* List Book Title/s & Genre (Separate by semi-colon) _____

Space Reservation: The Harlem Book Fair is produced by The Africana Literature Archives, Inc., a NYS registered not-for-profit organization. Exhibitor fees are donations and are tax deductible to the fullest extent of the law. **Please reserve early.** The Book Fair will be held outdoors at the Harlem State Office Building Plaza in Harlem, NY, on Saturday, September 23rd, 2023, 10:00 a.m. to 6:00 p.m. **A \$100 ADMINISTRATIVE FEE WILL BE ASSESSED TO ALL CANCELLATIONS.** Bring a copy of your emailed confirmation letter as proof of registration. All placements are made upon payment in full. Please read all 4 pages of the application. Your payment indicates agreement with all terms.

Exhibitor Placement & Fees: **REDUCED REGISTRATION FEE PERIOD – Apr. 1 to Jul. 31 2023**

NOTE: All placements come with one 6' table & two chairs. Exhibitors may bring their own tent. Tent may not exceed 10'x10'.		
Registration Deadline (must be paid in full or postmarked by Jul 31, 2023. Rates will increase on 8.1.23)		
Placement and Promotion. (Please check all below that apply.) No cancellations are allowed beyond July 31, 2023.		
Full Space in Group Tent	\$215.00	Group Tent is 20'x30' and will host 10 individual authors. Each space is 10'x10' and comes with a 6' table and two chairs. See tent image on page 2.
Shared Space in Group Tent I will share space.	\$110.00	Shared tent space comes with 2 chairs and a 6' table, shared by two authors. Each author MUST be registered. HBF will pair authors as needed. See page 2. Sharing with (enter sharing author name): _____
I Will Bring My Own Tent	\$175.00	Exhibitors may bring their own tent. Tent may not exceed 10'x10'. Placement comes with a 6' table and 2 chairs. You may bring extra tables and chairs.
Open-Air (No Tent) 1 Table, 2 Chairs	\$85.00	All placements come with a 6' table and 2 chairs ONLY . Open Air placements are not covered by a tent. Limited availability.
Book Display	\$25.00	Can't make it to the book fair? We will display your book. Author must provide book and QR code for attendee information. See Author Book Display info.
Main Stage	\$25.00	Limited availability. Read from your work or tell the audience about your book; then direct them to your booth!
Advertising	\$25.00	A one-half page color ad will guide attendees to you. Your embedded QR code will link attendees to your website. Great for post-event follow up. See page 2.

PAYMENT INFORMATION: CREDIT CARD (VISA/MC/AMEX); PAYPAL (Paypal.me/QBRHBTBC); CASH APP (\$HBF25)

Name on Card: _____ Card #: _____ Exp. Date: _____

Signature: _____ Print name: _____ Date: _____

Please make checks payable to The Africana Literature Archives/HBF. Mail to: Harlem Book Fair, 200 Andromeda Way, Bear, DE 19701. Email application to HBF@QBR.com.

For payment questions or HBF registration information, please call (917) 406.1727
 For HBF Program or pre-event promotion information, please visit www.harlembookfair.com

HBF Applicant Placement and Promotional Opportunities, page 2

We are pleased to offer a range of presenter placement and additional promotional tools to enhance your visibility and help you gain exposure to online readers and Harlem Book Fair attendees. Please read carefully. This is an early registration opportunity. Prices will increase on August 1, 2023.

Full Space in Group Tent

Group Tent (see image below) is 20'x30' and will showcase 10 individual authors. Each space is 10'x10' and comes with a 6' table and two chairs. See image below.



Shared Space in Group Tent

Shared space within a Group Tent comes with 2 chairs and a 6' table and is shared by two authors. **Each author MUST submit an individual vendor application.** HBF will pair authors, as needed, based on **opposite** genre when possible.

Bring My Own Tent

Exhibitors may bring their own tent. Tent may not exceed 10'x10'. Placement comes with a 6' table and 2 chairs. You may bring extra tables and chairs. **IMPORTANT:** Be sure to bring plastic wrap/tarp and sandbags/tent anchors to protect exhibits and anchor tents from wind.

Open-Air Placements (No Tent Allowed)

All Open-Air placements come with a 6' table and 2 chairs ONLY. Open Air placements are not covered by a tent. Limited availability. No table sharing is allowed at this level.

Exhibitor Showcase Guide

Included with your registration will be a downloadable exhibit catalog with your title (linked to the url of your choice), book cover, book summary, and your booth location, available free of charge during the fair. The Author Title Showcase be active for your post-event marketing until the 2024 Harlem Book Fair.

Print Book Display

Can't make it to the book fair? We will display your book. Author must provide a copy of your book and QR code that directs attendees to your website or online sales page. Your paperback or hardcover edition will be showcased face-out during the entire conference. It is the author's responsibility to send a copy of the physical book to HBF in advance of the show. A HBF representative will contact you with details if you have selected/checked this option.

What can I expect from displaying my book at HBF25?

The HBF is a reader event which means readers, librarians, booksellers, distributors, educators, publishing agents and book production companies attend our show. No direct sales are initiated through the book display but rather the attendees are there to collect information on books and other media they are interested in purchasing. These attendees then place their orders directly with the author. We take photos of all the books on display. If you are interested in receiving a photo of your book, please make that request to thearlembookfair@gmail.com. Due to the number of books on display, we cannot report on how well an individual book was received at the show. Your QR code will provide you with a real-time list (name and email) of attendees who scanned your QR code.

Main Stage Presentation

Read from your work or tell the audience about your book; then direct them to your booth! **Limited availability.**

Advertising

A one-half page color ad will direct attendees to your book during the event and beyond. Your QR code-embedded ad will link attendees to your website. Great for post-event follow up.

GENERAL HBF 2023 EXHIBITOR INFORMATION, page 3

Weather

- The Book Fair is held rain or shine, and refunds are NOT issued if the weather is inclement.
- Please protect your equipment, supplies and/or merchandise from inclement weather, The Book Fair is not responsible for any damage to your displays or merchandise.
- **You should bring plastic wrap/tarp sandbags/tent anchors to protect exhibits.**

Noise and Music

- Live music will take place during the Book Fair. Exhibitors may not play music, and microphones are prohibited.

Recycling & Sanitation

- HBF staff will monitor the Book Fair continuously. You are responsible for clean-up and placing your trash in bins. **If the Book Fair needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**

Liability

The Harlem Book Fair, QBR The Black Book Review, and TALA (The Africana Literature Archives) shall not be liable for any injury to any person or damage to or destruction of an exhibit or merchandise whatsoever, or for the theft or disappearance from any display or any property contained in or about the exhibit area or for any loss sustained by an exhibitor or vendor or for any act of any exhibitor or vendor. Your participation in this event indicates agreement with all terms.

Interpretation of Rules

The interpretation of all rules and regulations is the sole responsibility of the Harlem Book Fair organizing committee and their decision shall be final and enforceable on-site. Violation of any rule or regulation or law will result in the forfeiture of your space without a refund and participants and vendors waive any right to recourse or to demand refund or to claim damages on such grounds. Participation as a vendor denotes agreement and compliance with all rules and regulations.

Display Area/Assigned Space

- You are limited to the space assigned by the Book Fair; displays, signs, and merchandise may only be erected on the surface of the booth's countertop, or within the parameters of your assigned space.

Aesthetics

- No exposed tape or unattractive fasteners such as many visible staples.
- Absolutely no handwritten signs, placards or banners.
- Staff or volunteers in your space must be dressed professionally.
- No visible garbage, boxed trash or general clutter will be allowed.
- Please secure all flyers, newsletters and papers, as they can blow away. Bring paperweights.
- Draping with fabric will create a discrete area to store boxes, bags, etc.
- Bring fabric wrapped drops, backer boards, etc. on which to attach and display merchandise.
- Tables must have tops and skirts.
- **The Book Fair will not skirt tables;** please bring your own fabric or skirting material. Bring a small supply box equipped with heavy-duty tape, staple gun with extra staples, scissors, utility knife, string, pen and paper, rubber bands, etc.

Bags

- Exhibitors will need to provide their own sales bags, which should be neatly stored in your booth or space.

Staff

- While in your booth or space, staff and volunteers should observe the same professional conduct that's required in your store or place of business.
- Alcoholic beverages are prohibited in tents and booths.
- Staff and volunteers should store their personal belongings out-of-site in a secure location in your booth or space.

Telephones

If you anticipate the need to regularly contact your store or home base, you should bring a cell phone to the event.

Change

Each vendor is responsible for making change for customers; HBF will not have change available.

GENERAL HBF 2023 EXHIBITOR INFORMATION, p4.

Lighting and Electricity

As a daytime event, HBF provides neither lighting nor electricity.

Security

- **Security officers contracted by HBF will patrol the grounds for the duration of the event day.**
- The Harlem Book Fair is not responsible for your individual moneyboxes or cash registers.
- Stay alert. Follow the same “common sense” procedures that you observe inside your store, or at other large-scale events; for example, do not have purses/hand bags visible, etc.

Open for Business!

- The Harlem Book Fair will be held rain or shine on Saturday, September 23rd, from 10:00 a.m. to 6:00 p.m.
- There are no rain dates.
- **Exhibitors need to be open for the ENTIRE Fair.**

Set-up

Set-up will commence at 8:30 a.m. **BRING HAND TRUCKS!** You will receive email confirmation assigning your closest loading area based on your space location.

Vehicle Access

- **BRING HAND TRUCKS! Absolutely NO vehicles are permitted on the grounds during the Book Fair’s setup period. In the interest of public safety, we cannot make exceptions. HAND TRUCKS ARE REQUIRED!!!**

Loading and Unloading

- All exhibitors must complete their set-up by 9:30 am on Saturday. Due to high traffic, exhibitors must drop their merchandise on the sidewalk and then dolly their merchandise to their booths. Designated drop-off areas and parking instructions will be forwarded to registered exhibitors.
- Exhibitors may not begin the breakdown of their booths until the Harlem Book Fair authorizes the re-opening of the grounds for breakdown (*approximately* 6:15pm - **but this could be later depending upon the public’s exit of event grounds**).

Regulations

- **The Book Fair has adopted an 80/20 policy; that is, books or items related to the written word must comprise 80% of our exhibits; sidelines such as clothing, jewelry, art, etc. may not comprise more than 20 percent.**
- You must stay in your assigned space, and sell or distribute only those items explicitly mentioned in your application.
- The Harlem Book Fair reserves the right to eject any merchandise, literature, giveaways, decorations or other items/materials deemed unsafe or not in the best interest of the event, at any time.
- You may not engage in illegal activity of any kind.
- **A \$100 ADMINISTRATIVE FEE WILL BE ASSESSED TO ALL CANCELLATIONS.**
- Spaces are non-transferable and cannot be resold. We reserve the right to move your space at any time during the event if needed.

Break-Down

- Exhibitors: please use patience during the breakdown period. We know you are eager to dismantle, but the safety of our Fairgoers has first priority.
- We will have policed security; however, the HBF recommends that you take valuable or irreplaceable items/inventory with you. Also plan on covering your merchandise with tarps, placing books on top of tables, and taking other general precautions for the weather and security.

All trash, display items, leftover giveaways, decorations, etc, must be taken with you or placed in recycling/trash bin when you leave. **If the Book Fair needs to clean your space at breakdown, you will be charged a base fee of \$100 on future registrations.**

Thank you for joining us! We’ll see you in September!

The 2023 HBF Team.