



BOOKFEST ST. LOUIS

IN THE CENTRAL WEST END

2017 VENDOR OPPORTUNITIES

EVENT OVERVIEW

BookFest St. Louis is a celebration of the literary arts that will bring dozens of local, regional and national authors together for a daylong festival in the Central West End. The event will be held at various venues throughout the Central West End neighborhood with a festival zone located on McPherson Avenue. The event will feature author presentations, panel discussions, book signings and an array of family-friendly activities and programming throughout the day. This event is free and open to the public, with the exception of a few ticketed events (TBA).

EVENT LAYOUT

Author events will take place at various venues north of Lindell in the CWE including bars, restaurants and event spaces, and at the main stage within the festival zone. The festival zone will be located on McPherson Avenue between Euclid Avenue and Walton Way.

WWW.BOOKFESTSTL.COM

2017 VENDOR INFORMATION PACKET

BOOTH GUIDELINES

Businesses and organizations interested in participating in BookFest St. Louis must submit an application to the CWE North Business Community Improvement District for review.

Vendor/Exhibitor Booths (non-food): This includes all businesses and not-for-profit organizations interested in a 10x10' tent or 8' table space within the festival zone used to promote their business or organization, provide demonstrations, provide an engaging activity or sell wares.

Each application will be reviewed to ensure that the vendor/exhibitor is appropriate for BookFest. Booths are more engaging with an activity or demonstration.

PLEASE NOTE: The presenting sponsor will have the exclusive right to sell books written by featured BookFest St. Louis authors.

FEES

Independent bookstore, book vendor, publisher

10x10' booth — \$150

Table space — \$75

For-profit business selling products

10x10' booth — \$200

Table space — \$100

Not-for-profit organization providing an educational demo or activity to engage festival attendees or promote organization

10x10' booth — \$150

Booths include 10x10' tent, 8' table and two chairs. Table space includes 8' table and one chair.

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EDUCATIONAL ACTIVITY PROVIDERS

We are looking for content-rich activities to inform, entertain and inspire festival attendees; exhibits or activities of substance that go beyond your agency/organization; programming that will actively engage, rather than passively inform; and with a focus on literary arts.

Interested applicants must submit a short description of the proposed activity with learning objectives.

SPONSORSHIP OPPORTUNITIES

We offer several levels of sponsorship options — from \$500 to \$10,000. Each option comes with a variety of benefits designed to give your company or business positive exposure before and during the event.

CONTACT

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