

BookFest St. Louis

2019 Vendor Information Packet

Saturday, Sept. 21, 2019

Join us at BookFest St. Louis, a celebration of the literary arts that will bring dozens of national and local authors together for a one-day 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 around the McPherson/Euclid intersection. The event will be complete with author presentations, panel discussion, book signings, live music, original works of art and photographs available for sale and an array of family-friendly activities and programming throughout the day.

The event is free and open to the public with the exception of a few ticketed events as noted and is held RAIN or SHINE.

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

Booth Guidelines

Authors, publishers, literacy-focused organizations, merchants and artisans interested in participating in BookFest St. Louis can submit an application to the CWE Business Community Improvement District for review. **All applications will be reviewed by BookFest St. Louis organizers and approved based on the quality of the exhibit and relevance to the event.**

Approved vendors will receive one 10'x10' tent, an 8ft table and 2 chairs in the festival zone. Location of each vendor will be determined by the event organizers.

Operating Hours

The exhibitor will maintain and operate the booth between 11 a.m. and 5 p.m. on Saturday, Sept. 21, 2019. Any exhibitor who has not occupied the booth or table space by 10:00 a.m. Saturday, Sept. 21, 2019 forfeits the use of that space, with no refund available. All exhibitors are required to stay until 5 p.m.

Please note: The presenting sponsor of BookFest St. Louis will have the exclusive right to sell books written by BookFest St. Louis Festival Authors. No other vendors will be permitted to sell the books of authors presenting at the festival. However, vendors will be allowed to sell other books at BookFest.

Fees:

10 x 10 booth - For Profit business selling or promoting products	\$250.00
10 x 10 booth - Not-for-Profit organizations providing an educational demonstration or activity for festival patrons or promoting their organization	\$150.00

All booths come with (1) 10 x 10 tent, (1) 8ft table and (2) chairs.

Application deadline: July 19th

Approved Vendors notified: August 16th

Fees Due: Aug. 30th

All vendors are required to submit a copy of their general liability insurance naming the CWE Business Community Improvement District as additionally insured.

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.

Sponsors:

Sponsorship is an excellent way to enhance participation and boost visibility at the Festival as well as support this event. Packages start at \$500. Potential sponsors can contact Kate Haher at 314-305-4012 or via email at kate.haher@cwenorthcid.com