

# BOOKSELLER/VENDOR and SELF-PUBLISHED AUTHOR APPLICATION

**HURRY!**  
Deadline to  
register:  
Sept. 27



EIGHTEENTH ANNUAL  
**St. Petersburg Times**  
FESTIVAL  
OF READING  
UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG

140 7th Avenue South  
St. Petersburg, Florida  
Saturday, October 23, 2010  
10 a.m. – 4 p.m.  
[www.festivalofreading.com](http://www.festivalofreading.com)

## **Bookseller/Vendor Package \$250**

*Includes the following elements:*

- 10' x 10' booth
- Two 8' tables and two folding chairs
- Booth identification sign
- One "Exhibitor Listing" in the Festival of Reading Special Section published in the *St. Petersburg Times* on Thursday, October 21 (if reservation/check is received by September 27, 2010).
- *Times* Festival of Reading Web site "Exhibitor Listing" text link
- Two parking passes

## **Self-Published Author Package \$195**

*Includes the following elements:*

- 10' x 10' booth
- Two 8' tables and two folding chairs
- Booth identification sign
- One "Exhibitor Listing" in the Festival of Reading Special Section published in the *St. Petersburg Times* on Thursday, October 21 (if reservation/check is received by September 27, 2010).
- One parking pass

*Note: To qualify for self-published rate, only self-published books will be allowed for sale in vendor space. One author per space.*

## **Non-Profit Organization Package \$150**

*Includes the following elements:*

- 10' x 10' booth
- Two 8' tables and two folding chairs
- Booth identification sign
- One "Exhibitor Listing" in the Festival of Reading Special Section published in the *St. Petersburg Times* on Thursday, October 21 (if reservation/check is received by September 27, 2010).
- One parking pass

**SPACE IS LIMITED, REPLY TODAY!**

**Exhibitors may purchase multiple booths for 1/2 and full tent space as most vendor space is made up of four 10' x 10' exhibitor booths per tent.**

For additional Festival information, please call **Marisol Quiles** at (727) 892-2947 or call toll-free (800) 333-7505, ext. 2947.

*Note: The Festival will obtain all necessary City of St. Petersburg licenses. Vendors will be responsible for collecting and remitting the proper Florida State Sales Tax and insurance.*

**St. Petersburg Times Festival of Reading 2010  
Vendor Application/Agreement**

Company/billing name: \_\_\_\_\_ (“Vendor”)

**Vendor agrees to exhibit, and the St. Petersburg Times agrees to allow Vendor to sell at the St. Petersburg Times Festival of Reading to be held on October 23 at the University of South Florida, St. Petersburg. Registration and payment by check should be received on or before September 27, 2010 to guarantee space. Exhibitor packages for each 10' x 10' space are \$250 for Booksellers/Vendors, \$195 for Self-Published Authors, and \$150 for Non-Profit Organizations.**

**Contact Information**

Contact: (Person coordinating the booth) \_\_\_\_\_

Company Name: \_\_\_\_\_

Name as it should appear on booth exhibitor sign & listing: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Street Address: \_\_\_\_\_  
*(No Post Office Boxes)*

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Florida Special Festival/Sales Tax license number: \_\_\_\_\_

Type of Business *(choose one)*:  Bookseller  Publisher  Self-Published Author\*  Published Author  Non-Profit  Other

**Please check all appropriate categories to describe what you are selling**

General *(full line)*  Used Books  Children’s Books  Antiquarian

Cultural or Special Interest *(please specify)* \_\_\_\_\_

Religious or Inspirational *(please specify)* \_\_\_\_\_

Merchandise *(t-shirts, audio cassettes, etc. – please specify )* \_\_\_\_\_

Other *(please specify)* \_\_\_\_\_

Self-Published Author *(please provide name of author and book title(s))* \_\_\_\_\_

**Company Information:** *(If the applicant is other than above contact, please complete this section.)*

Person Signing Application: \_\_\_\_\_

Company: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Company Phone: \_\_\_\_\_ Company Fax: \_\_\_\_\_

Company Address: \_\_\_\_\_ Company City: \_\_\_\_\_

Company State: \_\_\_\_\_ Company Zip: \_\_\_\_\_

\* A self-published book is one that has not gone through a traditional vetting process at a publishing house and has been issued at the expense of the author rather than the publisher.

**Vendor Criteria:**

In order to secure space at the *St. Petersburg Times* Festival of Reading you must either sell books or book-related products. Sponsors are exempt from these criteria. The *Times* reserves the right to refuse participation by any company/organization or individual at its sole discretion.

**General Information:**

The *St. Petersburg Times* Festival of Reading will obtain all necessary City of St. Petersburg licenses. Vendors are responsible for collecting and remitting the proper Florida State Sales Tax.

As the *St. Petersburg Times* Festival of Reading is a popular family Festival, we advise exhibitors to sell and distribute books and merchandise appropriate to our audience. The *St. Petersburg Times* reserves the right to deem materials appropriate using the *St. Petersburg Times* standards of acceptance for advertising as one of its guidelines. Unacceptable materials cannot be promoted, displayed or sold.

Vendor applications with payment are accepted, and booths are assigned on a first-come, first-served basis. Please be advised that booth space is limited and sells quickly. Once we sell allotted space, we will close booth sales. Therefore, exhibitors are encouraged to submit their completed exhibitor application and payment as soon as possible. No applications will be processed without payment in full.

*Please note the following:*

- In order to ensure a diverse representation at the 2010 *St. Petersburg Times* Festival of Reading, no single company may occupy more than four (4) booth spaces.
- Half and full tents are available for purchase.
- The number of representatives in the booth is limited to the number of chairs provided.

**Payment Information:**

- Until September 27, 2010, Booksellers/Vendors will pay \$250 for 10' x 10' space; Self-Published Authors 10' x 10' space is \$195 and a Non-Profit Organization 10' x 10' space is \$150. After September 27, 2010, Festival space will increase \$50 (if space is available).
- A check for payment in full must accompany each application in order to process your application. Once your payment has been received and your application approved, we will mail you a confirmation letter. All vendors will receive their space assignment, Festival map and parking pass(es) approximately two weeks before the Festival.
- Registration fees are non-refundable.



EIGHTEENTH ANNUAL  
**St. Petersburg Times**  
**FESTIVAL**  
 OF **READING**  
 UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG

**Please make checks payable to: *St. Petersburg Times***

Please mail the signed application and payment to:  
*Times* Festival of Reading c/o Promotions Dept. 8th Floor  
*St. Petersburg Times*  
 P.O. Box 1121  
 St. Petersburg, FL 33731-1121  
 (727) 892-2947

**Number of booths you wish to reserve:**

- \_\_\_\_\_ @ \$250 – Bookseller Vendor
- \_\_\_\_\_ @ \$195 – Self-Published Author
- \_\_\_\_\_ @ \$150 – Non-profit organization

\$ \_\_\_\_\_ Total Due

## Terms and Conditions:

1. This application shall constitute a valid and binding contract only when countersigned by the *Times Publishing*. Applications are considered on a first-come, first-served basis, based upon receipt of this application. The *Times* reserves the right, in its sole discretion to refuse participation in the Festival, or to limit the number of booths provided, to any applicant for any or no reason.

2. Vendor may distribute printed advertising, samples and souvenirs and may perform music and display artwork from within Exhibitors' own booth only; provided that all distributed, performed or displayed materials ("Vendor Material") shall be subject to the approval of the *Times*, in its sole discretion. In addition, Vendor shall be solely responsible for obtaining all necessary licenses and permissions to distribute, perform or display any Vendor Material which is protected by copyright, trademark publicity or misappropriation laws, or any other intellectual property or other laws.

3. The Vendor contact listed on the application shall be authorized to make all decisions regarding exhibiting at the *Times* Festival of Reading.

4. (a) Vendor shall indemnify, defend and hold harmless the *Times Publishing*, University of South Florida St. Petersburg, Festival sponsors and the employees, representatives and agents of each from claims, liabilities, costs and charges (including attorneys' fees and costs) for injury, loss or damage to property or persons (including death) arising out of Vendor's activities in connection with the Festival, or any breach of representation, warranty or covenant in this contract.

(b) The *Times Publishing*, University of South Florida St. Petersburg, Festival sponsors and the employees, representatives and agents of each shall not be liable for any claims, liabilities, costs and charges (including attorneys' fees and costs) arising out of an injury, loss or damage to the person or property of Vendor, its employees, representatives or agents, except to the extent arising out of the sole negligence of the *Times Publishing*, University of South Florida St. Petersburg, or Festival sponsors.

(c) Vendor shall provide and maintain in effect workers' compensation and employee liability (if applicable) and comprehensive general liability insurance containing a waiver of subrogation in favor of the *Times Publishing* in such amounts acceptable to the *Times Publishing* and evidence of such insurance shall be provided to the *St. Petersburg Times* promptly upon its request.

5. Vendor shall pay all sales or other taxes, fees and assessments required by any applicable federal, state or local law in connection with Exhibitor's participation in the Festival. Vendor shall indemnify, defend and hold the *Times Publishing* harmless for any taxes (including fees and penalties, if any) required to be paid by the *Times Publishing* in connection with Vendor's activities under this contract. Vendor shall provide the *St. Petersburg Times* with all requested documentation to evidence Vendor's compliance with tax laws and rules.

6. If for any reason the Festival is cancelled or rescheduled, Vendor's sole remedy shall be the recovery of the fees paid pursuant to this contract (on a pro-rata basis if only a portion of the Festival is cancelled).

7. Under no circumstances shall the *Times Publishing* be liable for consequential, indirect, special or punitive damages of any kind in connection with its activities or omissions under this contract regardless of whether such damages were foreseeable.

8. Failure to adhere to any deadlines set forth in this Agreement may result in forfeiture of related benefits.

9. Vendor may not assign this contract or trade, sell, share or otherwise transfer the advertising or exhibiting rights hereto.

10. Exhibitor shall not deem waiver of any term of this contract or failure of the *Times Publishing* to terminate this contract on account of any breach by Vendor a waiver of the *Times Publishing*' rights to subsequently enforce any term or to terminate this contract by reason of any subsequent breach.

11. This contract, together with any exhibits or attachments, constitutes the parties' entire agreement with respect to the subject matter hereof and supersedes all prior statements or agreements, both written and oral. Exhibitor agrees that no representations of any kind have been made to Exhibitor by the *Times Publishing* or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

12. This contract shall be governed by the laws of the State of Florida. This contract shall be deemed to be entered into and performed in Pinellas County, where the principal office of the *Times Publishing* is located. The sole and exclusive jurisdiction for any claims actions or proceedings shall be in a state court of competent jurisdiction in Pinellas County, Florida.

13. This contract in no way constitutes a joint venture/partnership between the parties, nor is it to be interpreted to be a joint venture at any time in the future.

### Signature Required:

I have read and understand the terms and conditions of being an exhibitor at the *Times Publishing* Festival of Reading.

---

Signature

---

Date

---

Print Name

---

*St. Petersburg Times* Festival of Reading representative:

---

Date