



SAVE THE DATE!
Saturday, March 17, 2012
10 a.m. - 4 p.m.

Harborside Event Center & Centennial Park
Fort Myers River District

The Reading Festival showcases resources and services available at Lee County libraries for enjoyment, enlightenment and personal development – all for free!

Greetings:

Please consider participating in the Southwest Florida Reading Festival! You are invited to join the Southwest Florida Reading Festival as a marketplace exhibitor on Saturday, March 17, 2012 from 10 a.m. to 4 p.m. The Lee County Library System presents the Festival to **emphasize the importance and power of reading!** The Festival's big claim to fame is our **line-up of nationally acclaimed best-selling authors** for all reading interests which provides a fantastic vehicle for promoting reading, literacy, and our libraries. The Festival has a very broad appeal to all ages as shown by our attendee surveys. We have great pre-event media, average 18,000 attendees. The Festival consistently receives rave reviews in the annual participant's survey. This will be our lucky 13th annual Festival. The Festival takes place in the River District in downtown Fort Myers, in the Harborside Event Center and Centennial Park.

Marketplace Exhibitors – There are approximately 85 Marketplace exhibit spaces and we usually sell out. Exhibit space will be available for publishers, writers, merchants of reading/education themed merchandise, and non-profit literary or educational organizations on a first-come, first-served basis. Exhibit space is available outdoors (we provide tent, 8' table and two chairs) in the children's area and inside Harborside Event Center (we provide 8' table and two chairs) in the adult area. If **sharing space**, please indicate the other exhibitors name under "Exhibitor Space Activity Detail" section of the agreement. (Please, no more than 2 exhibitors per table. The applicant making the reservation must assume full payment for the space). Please see attachment for more information and the agreement. **The deadline for all applications is December 31, 2011.**

Exhibitor Advertising - You may opt to purchase an ad in the Festival guide to highlight your presence at the event. See the enclosed Marketplace Advertising form. Space is limited and available on a first come, first served basis.

Exhibitor Lodging - The Hyatt Place is holding a block of rooms at a discounted rate for March 16 and 17, 2012. These rooms are being held on a first-come, first-served basis. The discounted rate is \$139 for a king suite with sofa sleeper which will sleep up to 4 people and includes continental breakfast. The group rate is guaranteed until the cutoff date unless the block fills prior to that. If there are rooms available after the cutoff date, they will be available at the best rate offered at that time. The **Reservation Deadline is Friday, February 17, 2012 at 3:00 p.m. (or until room block is filled)**. Each individual guest must make their own reservations by calling 239-418-1844. The guest must identify themselves as members of the Reading Festival Marketplace Group. All reservations must be guaranteed and accompanied by a first night room deposit or guaranteed with a major credit card.

Sponsorship opportunities exist that provide increased publicity for your business or organization. Contact Margie Byers at 239-533-4826/mbyers@leegov.com for further information on sponsorship and advertising for the Southwest Florida Reading Festival.

We look forward to your participation.

Sincerely,

Debbie West, Southwest Florida Reading Festival Exhibitor Coordinator



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Southwest Florida Reading Festival Mission:

- To bring awareness of the library's year-round programs and resources to the community
- To promote reading and literacy
- To strengthen the Lee County Library System's relationships within the community

The Reading Festival enjoys a great level of media support:

- The Southwest Florida Reading Festival has media sponsorship from The News-Press, WINK News (local CBS affiliate), Telemundo Spanish language TV, and WGCU Public Media. This allows us to offer outstanding exposure to our financial sponsors.

We are proud to be a multi-award-winning event!

- The Southwest Florida Reading Festival and its related fundraising events continue to garner awards from the Florida Festivals & Events Association and the Florida Public Relations Association at local and state-wide levels.

Recap of the March 2011 Reading Festival:

- Attendance for all was free
- Overall attendance is estimated at 20,000
- 15% increase over last year's documented attendance
- Over 3,178 at adult author presentations & programs
- Over 1,000 demonstrations of Lee Library System resources
- Over 700 young adults in the Teen Zone
- Over 2,800 children enjoyed authors & programs
- 2,420 children took home one free book
- Hosted 23 nationally acclaimed authors and narrators
- Over 300 people volunteered the day of the festival
- Over 1,200 books were sold by Books-A-Million the day of the Festival
- Marketplace was sold out with 87 booths

We received rave reviews from attendees with survey results indicating:

- 60% were repeat attendees
- 98% are likely to attend again
- 98% rate the overall event as "Excellent" or "Good"
- 35% say they learned something new at the festival about library services – fulfilling one of the main objectives of the festival!

Attendee Feedback to "What was your favorite part of the festival?"

- *"The children's passion for reading/parents taking an interest and bringing their children."*
- *"Watching the shows."*
- *"The help I got with (downloading books to) my iphone!"*
- *"The Aspiring Author Awards"*
- *"Hearing the authors speak. The DeMille/Bell "interview" was priceless!"*

Author Feedback:

- *"It was my pleasure to be part of the Southwest Florida Reading Festival. The audience was large and enthusiastic for both talks and both book signings, and I really enjoyed the whole Festival. FYI, I'm recommending to my publicist at Grand Central Publishing, that they consider this event for other GCP authors. All [the] best, Nelson DeMille"*
- *"Wow! What a festival you put on! Many, many thanks to you and all the people of the Lee County Library System for including me. I enjoyed myself immensely... and was thrilled to be part of it. Now, I know for sure that the Southwest Florida Book Festival is one of the best in the country. Again, many, many thanks, Mary Jane Clark"*



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Marketplace Exhibitor Rules

Guidelines for Participation:

- All exhibitors' missions must be literary-oriented or have activities at the Festival that are literary in nature.
- **Exhibitors may not sell books by the Festival's featured authors.** Books-A-Million will be the sole provider of these titles. This list will be distributed to all exhibitors at least four weeks prior to the Festival.
- **New Exhibitors Only:** Samples of all give-away and take-away literature must be included with the Marketplace Contract for approval.
- Exhibitors **may not sell t-shirts** as this is a conflict with a Reading Festival fundraising activity.
- Exhibitors **may not conduct fundraising** for their organization or any organization other than the Reading Festival.
- The Festival reserves the right to refuse a space to any exhibitor whose merchandise/mission is not in keeping with the festival mission: promoting reading, literacy and library services.
- The Festival will occur regardless of inclement weather.

Spaces:

- Exhibit space rental is for a 10' x 9' space. Each space in the children's area will feature a tented 8' table and two chairs on the east side of Centennial Park. Each space in the adult area will feature an 8' table and two chairs inside Harborside Event Center.
- Power hook-up is available for an additional fee. The number of hook-ups available is limited and will be assigned on a first-come, first-served basis. Exhibitors must bring their own extension cords and power bars. **The minimum requirement for extension cords is a 12-gauge, 3-conductor with ground.** Water hook-up is not available.
- Exhibitors are required to supply enough staff to sufficiently operate the space. Volunteers are not provided to relieve exhibitors for breaks or lunches. Food and beverages are available for purchase in the outdoor area.
- Exhibitor will be responsible for trash removal from the space and the immediate area surrounding the space. All trash must be removed during load-out.
- We cannot guarantee the availability of carts or hand trucks so please bring your own if one is required.

Space Assignment:

- Locations will be assigned according to Festival needs. Notification of site location and a site map will be sent approximately two weeks before the Festival.

Load In/Out:

- Load-in begins at 7:00 a.m. and is to be completed by 9:00 a.m. on the day of the Festival. Vehicles are not permitted on Festival grounds after 9:00 a.m. on the day of the Festival.
- Load-out begins at 4:00 p.m. on the day of the Festival. Vehicles are not permitted on Festival grounds until after 4:15 p.m.



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***continued* - Marketplace Exhibitor Rules**

Inspection:

- There will be an inspection of all exhibitor areas before 10:00 a.m. on the day of the Festival to ensure everything is to the satisfaction of the exhibitors and Festival representatives.
- Festival representatives will conduct a final inspection of the exhibitor area at the end of the day. Areas needing clean-up by City of Fort Myers staff will be billed accordingly.

Sales Tax:

The Reading Festival is not responsible for collection of sales tax and tax payment to proper authority on goods sold by exhibitor.

Parking:

- Exhibitors may not park a vehicle, trailer, or cart at their space. Vehicles are not permitted on Festival grounds.
- Limited parking is available along the downtown streets. Parking is also available at the City of Palms Parking Garage on the south side of Harborside Event Center. There is a nominal fee to park for the entire day in the parking garage.
- The Festival is not responsible for parking tickets received by exhibitors or volunteers.

Cancellation:

- Cancellations received after February 17 will forfeit all fees.

Questions:

Reading Festival Contact

Debbie West
Marketplace Coordinator
Southwest Florida Reading Festival
239-533-4805
Fax 239-485-1100
dwest@leegov.com
www.readfest.org

Hyatt Place Fort Myers Contact

Rhonda L Skipper, CHSP
Director of Sales
Hyatt Place Fort Myers/ The Forum
2600 Champion Ring Road
Fort Myers, FL 33905
239-418-1844 F 239-418-1845
Rhonda.Skipper@hyatt.com
www.HyattPlaceFortMyers.com



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Marketplace Exhibitor Application

Please return pages five and six of this application along with payment to:

Southwest Florida Reading Festival
Debbie West, Marketplace Coordinator
2345 Union Street
Fort Myers, FL 33901
dwest@leegov.com

Name: _____

Organization: _____

Address: _____

Fax: _____

City/State/Zip: _____

Website: _____

Phone: _____

REQUIRED: Email: _____

<p>REQUIRED: Name & cell phone # of person staffing space on Festival day:</p> <p>Name _____</p> <p>Phone _____</p>
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TYPE OF ORGANIZATION:

_____ Non-Profit Mission: _____ Fed Tax I.D. _____

(Non profits only: Attach copy of Fed Tax 501C3)

_____ For Profit Business Type: _____

SPACE ACTIVITY DETAIL: Tell us in detail what you plan to sell or display.

NEW EXHIBITORS ONLY: Samples of all give-away and take-away literature must be included with this application for approval.



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Marketplace Exhibitor Application Details

NAME _____ ORGANIZATION _____

<u>Qty</u>		<u>Cost</u>	<u>Amount Due</u>
_____	10' x 9' space	\$ 210.00	_____
_____	Power hook-up *	\$ 35.00	_____
_____	Additional chair	\$ 5.00	_____
_____	Additional table (1 maximum)	\$ 18.50	_____
_____	B/W ad in Festival Guide (please complete attached form)	\$ 90.00	_____
		Total Amount Due	_____

*Minimum requirement for extension cord is a 12-gauge, 3-conductor with ground.

SPACE LOCATION (check one): _____ Adult Marketplace (**Inside**) _____ Children’s Area Marketplace (**Outside**)

PAYMENT TYPE (check one):

Check #: _____ Check Amount: \$ _____ **Please make check payable to “LCLS-Reading Festival.”**

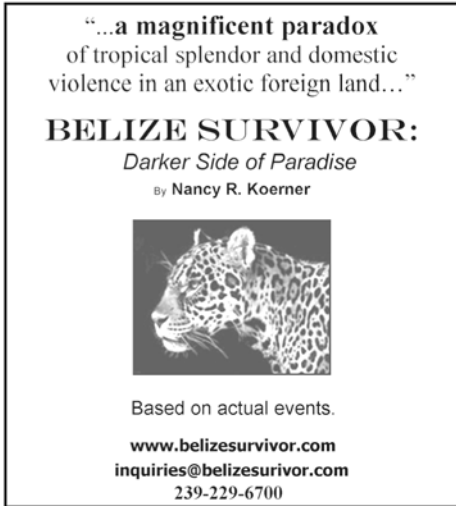
Credit Card Payment Date: _____ Credit Card Amount: \$ _____

To pay by credit card please go to: readfest.org/marketplace.aspx for a secure online payment. Please submit the completed application form (pages 5 and 6) to Southwest Florida Reading Festival, Debbie West, Marketplace Coordinator at 2345 Union Street Fort Myers, FL 33901, or via e-mail to dwest@leegov.com.

Applications may not be accepted after December 31, 2011. By participating in the 2012 Southwest Florida Reading Festival, you agree to the terms as outlined on the Marketplace Application Rules.

Signature: _____ Date: _____

Marketplace Advertising Agreement



A sample ad from the festival guide. Actual size shown.

- Boost traffic to your *Marketplace* space with an ad in the Reading Festival program guide!
- 5,000 full color programs are available in libraries prior to festival and provided to attendees at the festival.

____ I will provide a camera ready ad. (size 2.75" h x 2.5" w; 300 dpi; TIFF file) Deadline for ad is December 31, 2011

____ I would like to have the ad created*. Below you will find the information used to create the ad.

*Ads created by the festival will be in black and white only.

1. Exact wording of ad: _____

2. Email your logo to cbarr@leegov.com by **December 31, 2011**. Logo or artwork may be used ONLY if a minimum 300 dpi TIFF is provided.

4. Send the ad proof to: [] fax number _____
 [] email address _____

I understand that if I do not return my proof by **Friday, January 6, 2012**, it will be placed in the Festival guide without my approval.

Signature: _____ Date: _____