



2017 Printers Row Lit Fest

JUNE 10 & 11

Dear Prospective Exhibitor,

The Chicago Tribune is thrilled to celebrate the 33rd year of the Midwest's largest literary event! In 2016, more than 100,000 attendees bought and browsed thousands of new, used, rare, and antiquarian books from the country's best booksellers. As exhibitors, have always been a vital part of the event, we look forward to working with you to make 2017 a huge success!

Printers Row Lit Fest continues to cultivate its commitment to the written word, support of literacy, and literary endeavors. Attendees will enjoy programming featuring: discussions, readings and book signings from an array of talented authors, a children's stage and activity area, an area for booksellers, and much more. We would like to invite you to join us as we continue our tradition.

Included in this packet:

- Exhibitor Fact Sheet with general information
- Pricing structure and preliminary layout for 2017
- 2017 Exhibitor Application Form

Credit cards will be accepted as the preferred method of payment.

Credit cards and checks will be processed upon acceptance into the 2017 Printers Row Lit Fest.

Completed applications, including credit card payment, must be received via email or mail **no later than April 7, 2017. Checks must also be received by this date. Applications will not be accepted after the deadline.** Confirmation packets and exhibitor manuals will be sent in out May. If you have any questions about exhibiting at the 2017 Chicago Tribune Printers Row Lit Fest, please contact Emilee Lyons by phone at **773.353.1579** or email at emilee@critterionproductions.com. See you in June!

Sincerely,

Emilee Lyons
Vendor Coordinator



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TERMS OF THE 2016 LIT FEST

ELIGIBILITY: In order to exhibit at the Chicago Tribune Printers Row Lit Fest, you must either sell books, book-related products, or promote a Literacy-oriented program. You must either be a bookseller, publisher, or a non-profit organization focused on literacy or education issues. Sponsors and long-time exhibitors may be exempt from these criteria. All exhibitors must have an Illinois Business License to participate. The Chicago Tribune reserves the right to refuse any participation by any company or organization at its sole discretion. **Completed applications are due no later than April 7, 2017.**

LOCATION: Chicago's central business district; the intersection of Harrison St & Dearborn St in the heart of Chicago's Printer's Row.

HOURS: Lit Fest hours will be from 10:00 a.m. to 6:00 p.m. both Saturday and Sunday. Exhibitors must remain set up throughout these hours.

COST: Price includes canopies (for tables in the street but not on the sidewalk), tables, chairs, promotion of the event, program of authors, poets and panel discussions, music, demonstrations, event set-up and break-down, and fee for Itinerant Merchant Application. **Table linens can be rented for an additional fee, please see the application page for this information.** We will be accepting credit cards as the preferred method of payment. **Please Note: Credit cards will be processed upon acceptance into Printers Row Lit Fest in early May. Load-in passes will be emailed unless specifically requested via US mail.**

ILLINOIS BUSINESS TAX NUMBER: To exhibit at the Lit Fest, all exhibitors must have an Illinois Business Tax Number. If you are an out-of-state vendor or do not have a tax number, download an application from <http://tax.illinois.gov/TaxForms/Reg/REG-1.pdf>. On your exhibitor application form, please write, "Applied For" on the Illinois Business Tax Number line.

CANCELLATION POLICY: **Cancellations made before April 28, 2017 will be granted a full refund. Cancellations made between April 28 and May 9, 2017 will receive a 50% refund. Cancellations made after May 9, 2017 will receive NO REFUND.**

SPACE CRITERIA: To ensure public safety and handicap accessibility, passable walkways must be maintained always. In the past, inordinate amounts of shelving, additional tables, and other materials caused many vendors to exceed their assigned space, which caused public safety concerns and generated many complaints from customers and vendors. Please do not exceed your allotted space. You will be asked to remove all extraneous material. Failure to comply with direction from Lit Fest Staff and/or Security will result in your removal from the event. Please keep this issue in mind when you are selecting the size of space you would like to purchase.

SIDEWALK LOCATIONS: Sidewalk location is a 4' x 10' space on the sidewalk, assigned by Lit Fest Staff. This space includes: - One 8' table with two chairs. (No other tables than the ones provided by the Chicago Tribune are allowed.) - Note that sidewalk locations are NOT under canopies and NO additional canopies will be allowed. - NO power generators will be allowed at sidewalk tables. - Exhibitors may not purchase more than 2 sidewalk tables — (some long-time exhibitors may be exempt).

TENT LOCATIONS: A 20' x 20' canopy covers a square of tables; two 8' tables occupy each side of the square. Exhibitors may purchase sections of a tent. (1/4 tent) 2 tables with 4 chairs, (1/2 tent) 4 tables with 8 chairs, (whole tent) 8 tables with 16 chairs. Material/equipment cannot protrude more than one (1) foot from under the edge of canopy. — Exhibitors may not purchase more than 2 full tents — (some long-time exhibitors may be exempt). Once confirmed you will be contacted to confirm equipment/tent set up.

Signage for each location will be provided by the event to maintain aesthetic continuity. "Company Name" as submitted will be used for the sign.

WEATHER: Weather can be unpredictable. Be prepared for strong sun, wind, and rain. Participants are encouraged to bring protective coverings for their merchandise. The Chicago Tribune will NOT provide plastic covers or table linens and will NOT be held responsible for damage done to books by inclement weather.

HOTEL ACCOMMODATIONS: There are several hotels near Printers Row, including: Chicago South Loop Hotel, 312.225.7000; Holiday Inn & Suites Chicago-Downtown, 312.957.9100; Best Western Grant Park Hotel, 312.922.2900; The Essex Inn, 312.939.2800; Congress Plaza Hotel & Conference Center, 312.427.3800; Travelodge, 312.427.8000.

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EXHIBITOR APPLICATION

EXHIBITOR CONTACT: *This person submits forms and coordinates booth logistics. A confirmation packet and any other materials will be sent to this contact.*

MAIN CONTACT

LEGAL COMPANY NAME

MAIN PHONE NO

EMAIL

ADDRESS

CITY

STATE

ZIP CODE

ILLINOIS TAX BUSINESS NUMBER (*Must be included to process application if you need to, download an application from <http://tax.illinois.gov/TaxForms/Reg/REG-1.pdf>.)*

TYPE OF BUSINESS (choose one): Bookseller _____ Publisher _____ Author *Please specify:* _____

NEW TO PRINTERS ROW LIT FEST (circle one): Yes No

COMPANY INFORMATION: *This Information will be used for your sign and listing in the official 2017 program guide.*

COMPANY NAME (will appear on signage)

COMPANY PHONE NUMBER

COMPANY WEBSITE

COMPANY ADDRESS

CITY

STATE

ZIP CODE

ON-SITE CONTACT PERSON

(If different from Exhibitor Contact person)

Name: _____

On-site Phone No: _____



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TABLE/TENT PACKAGE: *(Please circle one):*

SIDEWALK TABLE

1 Table@ \$375
2 Tables@ \$575

CANOPIED TENT

1/4 Tent@ \$1,125
1/2 Tent@ \$1,750
Full Tent@ \$2,775

Special requests *(furniture, placement, etc.):*

OPTIONAL EQUIPMENT RENTAL: *(Please indicate numbers):*

_____ 8' x 30" Table Linen(s) @ \$50 each= \$ _____

_____ Electric 220V @ \$220.00 each= \$ _____ *(limited availability/locations; not available for tables)*

FILL IN AND ADD UP THE FOLLOWING FEES

| Tent/Table Package Fee | Optional Rental Equipment Fee | City of Chicago Merchant Fee | TOTAL AMOUNT DUE |
|---------------------------|----------------------------------|---------------------------------|---------------------|
| \$ _____ + | \$ _____ + | \$ 0 + | \$ _____ |

PAYMENT INFORMATION (check one):

CREDIT CARD PAYMENT *(see below)* _____ *Check enclosed (make payable to Chicago Tribune)* _____

TOTAL AMOUNT TO CHARGE \$ _____

NAME ON CREDIT CARD _____ TYPE OF CARD: Visa MasterCard American Express Discover

CREDIT CARD NUMBER _____ EXP. DATE _____ V---CODE _____ BILLING ZIP CODE _____

CARDHOLDER SIGNATURE _____ CARDHOLDER PHONE NUMBER _____

I understand and agree with all the terms of the 2017 Chicago Tribune Printers Row Lit Fest.

Please email applications by the deadline of April 7th.

If sending application via mail, please mail no later than March 31st to ensure delivery by the deadline of April 7th.

Please send completed application and payment to:
Chicago Tribune Printers Row Lit Fest c/o Criterion
Productions
4753 N Broadway, Ste. 800
Chicago, IL 60640