



2021 Printers Row Lit Fest

September 11 & 12, 2021



Near South
Planning Board
Catalyst for Growth

Dear Exhibitor,

Near South Planning Board is pleased to invite you to participate in the 36th Printers Row Lit Fest, the oldest and largest literary event in the Midwest. In 2019, more than 125,000 attendees bought and browsed thousands of new, unique, antiquarian, rare, and pre-loved books while enjoying over 70 programs on 8 stages by diverse, cutting edge and world-famous authors in addition to panel discussions and workshops. With children and adult programming, and authors signing thousands of books, the historic Printers Row Lit Fest has become a staple in downtown Chicago as well as one of the most important celebrations of literature in the country. We know our visitors cannot wait for Printers Row Lit Fest 2021!!

Here are just a few things we are looking forward to in 2021:

- We will have the widest array of media coverage from our media partners that we have ever had.
- We are excited to work with you in creating an even higher impact on social media.
- The Harold Washington Literary winner, a New York Times Bestseller, is going to be a huge draw to open the Fest.
- We are excited to include WBEZ Chicago as a strategic media partner.
- We are expecting an even more diverse group of literary focused vendors than in years past!

So be sure to save the date for September 11 & 12, 2021 for Printers Row Lit Fest in downtown Chicago's historic Printers Row. Please note: Plans for this fall's literary celebration will follow city guidelines, with all necessary safety precautions in place. Spaces will be reserved on a first come, first served basis.

Attached you will find a guide for participation in the Printers Row Lit Fest 2021, which includes –

- Exhibitor fact sheet of general information
- Pricing information and preliminary layout
- Exhibitor Application

Completed applications including credit card payment or check must be received no later than July 9, 2021.

Applications cannot be accepted after the deadline. Confirmation packets and exhibitor manuals will be sent in early August. We know exhibitors almost always want approximately the same space you had last year. We try hard to make that happen; however, it is a good idea to reserve your space early. Limited spaces may be available in 2021.

If you have questions, please contact NSPB at 312-987-1980 or email vendors@printersrowlitfest.org

For inquiries regarding programming opportunities, please contact printersrowlitfestival@gmail.com

On behalf of Near South Planning Board, we look forward to seeing you in September!

Bonnie Sanchez-Carlson
President, Near South Planning Board



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2021 PRINTERS ROW LIT FEST TERMS

ELIGIBILITY: In order to exhibit at the Printers Row Lit Fest 2021, you must be a book seller, publisher, sell approved book related products, or promote literacy and or educational issues. Sponsors and some long-time time exhibitors may be exempt from these criteria. All exhibitors must have an Illinois Business License. Near South Planning Board reserves the right to refuse any participation by any company or organization at its sole discretion.

Completed applications with payment are due no later than July 9, 2020.

LOCATION: Chicago's central business district and the heart of the Printers Row Historic District along South Dearborn Street from Ida B. Wells Drive to and along Polk Street from Plymouth Court to Clark Street, all of which will be closed to street traffic (site plan on following page).

HOURS: Lit Fest hours will be from 10:00 a.m. to 6:00 p.m. on Saturday and Sunday. Exhibitors must remain set up and staffed throughout these hours and follow all city guidelines in place for 2021.

COST: Prices are broken down into 20'x20' Tent rental options, 10'x10' Tent rental options, and Sidewalk Table options. All rental packages include tables, chairs, signage, promotion of the event, program of authors, poets and panel discussions, 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.**
Please Note: Credit cards and checks will be processed as soon as applications are received. Credit Card payment is subject to a 2.5% convenience fee. Load-in passes will be e-mailed post acceptance. If you would like the Load-in pass mailed via USPS mail, please mention this on your application.

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 <https://www2.illinois.gov/rev/forms/reg/Documents/reg-1.pdf>. On your exhibitor application form, please write, "Applied For" on the Illinois Business Tax Number line.

CANCELLATION POLICY: Cancellations made before 5:00 PM CST July 9, 2021 will be granted a full refund. Cancellations made between July 10 and August 8, 2021 will receive a 50% refund. Cancellations made on or after August 9, 2021 will receive NO REFUND.

SPACE CRITERIA: To ensure public safety and accessibility, passable walkways must be maintained at all times. In the past, inordinate amounts of shelving, additional tables, and other materials caused many vendors to exceed their assigned space, which has 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.

UNCOVERED SIDEWALK LOCATIONS: Sidewalk location is approximately 4' x 8' 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 Near South Planning Board 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.

COVERED TENT LOCATIONS: A 20' x 20' Tent canopy covers a square of tables; two 8'tables occupy each side of the square. Exhibitors may purchase blocks of 2 tables (1/4 tent) with 2 chairs, 4 tables (1/2 tent) with 2 chairs or 8 tables (whole tent) with 2 chairs. Material/equipment cannot protrude more than one (1) foot from under the edge of canopy. We are also offering a limited number of standalone 10'x10' Tent which will include up to 3 tables depending on placement. 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 Near South Planning Board will **NOT** provide plastic covers or table linens and will **NOT** be held responsible for damage done to books by inclement weather.

- 1) **HOTEL ACCOMMODATIONS:** There are a number of hotels in close proximity to Printers Row, including: Hotel Accommodations: The Blackstone Hotel, 312.447.0955, Best Western Grant Park Hotel, 312.922.2900, Hotel Blake, 844.800.5293, Holiday Inn & Suites Chicago – Downtown, 312.957.9100, Hotel Essex, 312.939.2800, Hilton Chicago, 312.922.4400, Congress Plaza Hotel & Conference Center, 312.427.3800, Travelodge, 312.427.8000, Hiltons At McCormick Place, 312.791.1121, Chicago South Loop Hotel 312.225.7000, Hyatt Regency McCormick Place, 312.567.1234, Marriott Marquis Chicago, 312.824.0500, and Homewood Suites by Hilton, 312.753.3100.

EXHIBITOR MAP



This is a preliminary map and therefore subject to change. The final map with exhibitor assignments will be sent with the confirmation packet.

PRICES:

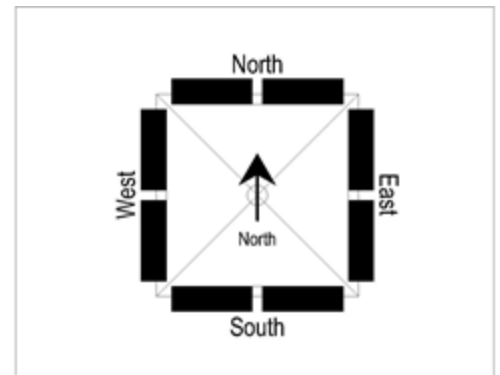
Sidewalk Spaces:

- | | |
|--------------------------------|----------|
| (1) 8' x 30" table no canopy | \$380.00 |
| (2) 8' x 30" tables, no canopy | \$670.00 |

Canopied Tents:

- | | |
|---|------------|
| ¼ Tent (2 tables) | \$1,150.00 |
| ½ Tent (4 tables) | \$1,800.00 |
| *10'x10' Standalone Tent | \$1,850.00 |
| *Limited supply – selection will be based on a first come first serve basis | |
| FULL Tent (8 tables) | \$2,875.00 |

TENT LAYOUT for 20'x20' Tent, divided into four sections





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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 CONTACT PHONE # _____ MAIN CONTACT EMAIL _____

MAIN CONTACT ADDRESS _____ CITY _____ STATE _____ ZIP _____

ILLINOIS TAX BUSINESS NUMBER _____

*This MUST be included to process application if you need to, download an application from:
<https://www2.illinois.gov/rev/forms/reg/Documents/reg-1.pdf>*

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

Other (please specify) _____

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

HAS YOUR COMPANY USED A DIFFERENT NAME IN PREVIOUS YEARS AT THE FEST? (circle one): Yes No

(If Yes, please specify) _____

COMPANY INFORMATION: *This Information will used for your sign and listing in the official 2021 program guide.*

COMPANY NAME (will appear on signage) _____ COMPANY PHONE NUMBER _____ COMPANY WEBSITE _____

COMPANY ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

SOCIAL MEDIA NAMES/HANDLES (Facebook, Instagram, Twitter, etc.) _____

ILLINOIS TAX BUSINESS NUMBER (if different than above) _____

*This MUST be included to process application if you need to, download an application from:
<https://www2.illinois.gov/rev/forms/reg/Documents/reg-1.pdf>*

ON-SITE CONTACT PERSON (If different from MAIN Contact)

ON-SITE CONTACT NAME: _____

ON-SITE CONTACT CELL PHONE #: _____



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Exhibitor & Products Description

Please describe your products & organization that will be exhibited. If your organization will host multiple exhibitors, please list their names, organization names, social media/website info below: (You may also attach a separate note if your response is lengthy) *Please note, if your organization is hosting multiple exhibitors who will be selling product using their own Point of Sale system, they are required to have an IBT number, and pay a \$25 City of Chicago Fee. If all exhibitors are selling under a single Point of Sale system, only one fee and IBT number is required for the application.

TABLE/TENT PACKAGE: (Please check one):

SIDEWALK TABLE

CANOPIED TENT

_____ 1 Table@ \$380

_____ 1/4 Tent@ \$1,150

_____ 2 Tables@ \$670

_____ 1/2 Tent@ \$1,800

_____ *10'x10' Tent @ 1,850

_____ Full Tent@ \$2,875

Special requests: *Placement requests, Accessibility needs, etc.*

(Dependent on the needs of the festival, honoring placement requests are not guaranteed.)

*There is a limited supply of 10'x10' Tent spaces available and these requests will be honored on a first come first serve basis and at the discretion of the Near South Planning Board

Sidewalk Tables: Sidewalk tables consist of a 4' x 8' space on the sidewalk and includes One 8' table with two chairs. (No other tables than the ones provided by the Near South Planning Board 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.**

COVERED TENT LOCATIONS: A 20' x 20' Tent canopy covers a square of tables; two 8' tables occupy each side of the square. Exhibitors may purchase blocks of 2 tables (1/4 tent) with 2 chairs, 4 tables (1/2 tent) with 2 chairs or 8 tables (whole tent) with 2 chairs.

Some exhibitors do not use tables & chairs due to their own setup style. Please specify how many tables and chairs you would like to use: Tables required: (Qty) _____ Chairs required: (Qty) _____

OPTIONAL EQUIPMENT RENTAL: (Please indicate numbers):

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

QTY: _____ 110V electrical outlets @ \$220.00 each= \$ _____ (limited availability/locations; not available for Sidewalk Tables)

FILL IN AND ADD UP THE FOLLOWING FEES

Tent/Table Package Fee	Optional Rental Equipment Fee	City of Chicago Merchant Fee (Per Exhibitor)	TOTAL AMOUNT DUE
\$ _____ +	\$ _____ +	\$ 25 =	\$ _____



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PAYMENT INFORMATION (check one):

_____ CREDIT CARD PAYMENT (see below) _____ Check enclosed (make payable to **Near South Planning Board**)

*PLEASE NOTE: **Credit Card payment is subject to a 2.5% convenience fee.**

TOTAL AMOUNT TO CHARGE \$ _____

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

CREDIT CARD NUMBER _____ EXP. DATE _____ V---CODE (Security Code) _____ BILLING ZIP CODE _____

CARDHOLDER SIGNATURE _____ CARDHOLDER PHONE NUMBER _____

Please INITIAL HERE: _____ I understand and agree to all terms of the 2021 Printers Row Lit Fest.

Please email applications by the deadline of 5:00 PM CST July 9, 2021.

If sending application via mail, please mail no later than Thursday, July 1, 2021 to ensure delivery by the deadline of July 9, 2021.

Reminder: MAKE CHECKS PAYABLE TO: Near South Planning Board



Please mail completed application and payment to:

Near South Planning Board
Printers Row Lit Fest
2600 S. Michigan Ave., Suite LL-C,
Chicago, Illinois 60616