



2022 Printers Row Lit Fest

September 10 & 11, 2022



Near South
Planning Board
Catalyst for Growth

EXHIBITOR APPLICATION INFORMATION PACKET

Near South Planning Board is pleased to invite you to participate as an Exhibitor in the 37th Printers Row Lit Fest, the oldest and largest literary event in the Midwest. In 2021, the festival started a new chapter as it moved from June to the fall season of September. It attracted more than 75,000 attendees who 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. With children and adult programming spanning over two days, exhibitors selling thousands of books, and the streets filled with book lovers and enthusiasts, 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 2022!!

Here are just a few things we are looking forward to in 2022:

- We will have the widest array of media coverage from our media partners that we have ever had.
- We are ecstatic to have the Printers Row Lit Fest be feature on the Wintrust Mural Building along the I-90 (Kennedy) Expressway from July through mid-August.
- We are excited to include WBEZ Chicago and Chicago Sun-Times as a strategic media partner.
- We are expanding our marketing reach and are pleased to announce on sponsorship with Crain's Chicago Business.
- We are expecting an even more diverse group of literary focused vendors than in years past!

ELIGIBILITY: In order to exhibit at the Printers Row Lit Fest 2022, 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.

APPLICATION PROCESS: In order to apply as an Exhibitor for this year's Printers Row Lit Fest, please submit your application online. Additional details regarding Exhibitor participation are included in the application. If you need assistance with filling out the digital application, please contact us and we'll be happy to help.

DEADLINE: Completed applications including credit card payment or check must be received no later than July 15, 2022.

Applications cannot be accepted after the deadline.

CONFIRMATIONS: Confirmation packets, space assignments and exhibitor manuals will be sent in August.

Please note: Plans for this fall's literary celebration will follow local city guidelines, with all necessary safety precautions in place. Spaces will be reserved on a first come, first served basis.

If you have questions, please contact our Vendor Manager, Ashley Taylor at 714-267-2604 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

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: PRLF hours will be from 10:00 a.m. to 6:00 p.m. on Saturday, September 10th and Sunday, September 11th. Exhibitors must remain set up and staffed throughout these hours and follow all city guidelines in place for 2022.

COST: There are various options to participate as an exhibitor. A high-level overview of pricing is listed below (more detail is explained within the official Exhibitor application). All canopies, tables ("8x30") and chairs will be provided by PRLF.

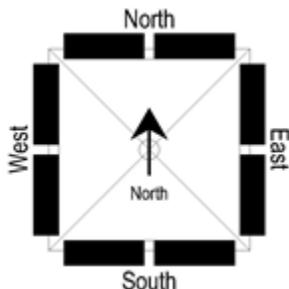
SIDEWALK TABLES:

- (1) Sidewalk Table, no canopy \$400.00
- (2) Sidewalk Tables, no canopy \$695.00

CANOPIED TENTS:

- ¼ Tent (2 tables) \$1,265.00
- ½ Tent (4 tables) \$1,950.00
- 10'x20' Tent (4 tables) \$2,200.00
- 20'x20' Tent (8 tables) \$3,000.00

TENT LAYOUT for 20'x20' Tent, divided into four sections (referenced below).



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 15, 2022 will be granted a full refund. Cancellations made between July 16, 2022 and August 12, 2022 will receive a 50% refund. Cancellations made on or after August 12, 2022 will NOT receive a REFUND.

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