

# 2015 Printers Row Lit Fest

## JUNE 6 & 7



Dear Prospective Exhibitor,

The Chicago Tribune is thrilled to celebrate the 31st year of the Midwest's largest literary event! In 2014, more than 200,000 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 2015 a huge success!

Chicago Tribune's 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 about the Lit Fest
- ☐ Pricing structure and preliminary layout for the 2015 Lit Fest
- ☐ 2015 Exhibitor Application Form

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

Completed applications, including payment, must be received via mail **no later than April 10, 2015. Applications will not be accepted after the deadline.** Confirmation packets and exhibitor manuals will be sent in early May. If you have any questions about exhibiting at the 2015 Chicago Tribune Printers Row Lit Fest, please contact Emilee Lyons by phone at **773.535.1579** or email at [emilee@criterionproductions.com](mailto:emilee@criterionproductions.com). See you in June!

Sincerely,

Emilee Lyons  
Vendor Coordinator



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### TERMS OF THE 2015 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 10, 2015.

**LOCATION:** In Chicago's central business district, the 500, 600, and 700 blocks of South Dearborn Street (Congress Pkwy. to Polk St.) and Polk Street (800 South) from Plymouth Court to Clark Street, which will be closed to street traffic (map on following page).

**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. The attached Exhibitor Application must be completed and returned promptly with payment to ensure your space. We will be accepting credit cards as the preferred method of payment. **Please Note: Credit cards and checks will be processed when confirmation packets are sent out via email (Post Office delivery only by request). Load-in passes will be mailed 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 24, 2015 will be granted a full refund. Cancellations made between April 24 and May 8, 2015 will receive a 50% refund. Cancellations made after May 9, 2015 will receive NO REFUND.

**SPACE CRITERIA:** To ensure public safety and handicap 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 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 Lit Fest. 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).

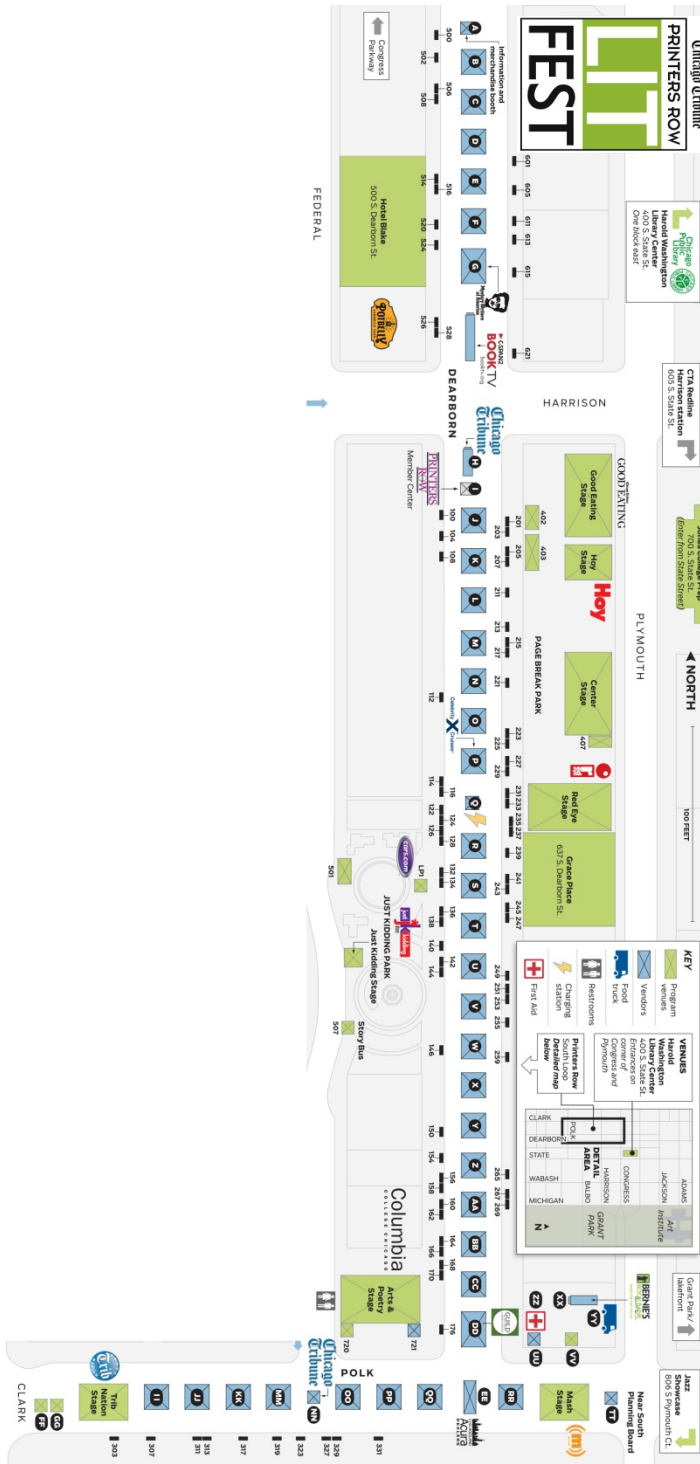
**Tent locations:** A 20' x 20' canopy covers a square of tables; two 8' tables constitute each side of square. Exhibitors may purchase blocks of - 2 tables (1/4 tent) with 2 chairs, 4 tables (1/2 tent) with 2 chairs or 8 tables (whole tent) with 2 chairs. Material/equipment cannot protrude more than one (1) foot from under the edge of canopy. — Exhibitors may not purchase more than 1 full tent — (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 and will NOT be held responsible for damage done to books by inclement weather.*

**HOTEL ACCOMMODATIONS:** There are a number of hotels in close proximity to 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.

# EXHIBITOR MAP

Tribune  
Events  
group

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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.*

CONTACT \_\_\_\_\_ COMPANY \_\_\_\_\_ P

HONE \_\_\_\_\_ EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

ILLINOIS TAX BUSINESS NUMBER *(Must be included to process application)*

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 2015 program guide.*

COMPANY NAME \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_ WEBSITE \_\_\_\_\_ C

OMPANY ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

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

#### SIDEWALK

1 Table@ \$350

2 Tables@ \$550

#### CANOPIED

1/4 Tent@ \$1,100

1/2 Tent@ \$1,700

1 Tent@ \$2,700

Special requests (furniture, placement, etc.):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT INFORMATION (check one):**

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

NAME AS IT APPEARS ON CREDIT CARD \_\_\_\_\_ TYPE OF CARD: Visa Mastercard American Express Discover \_\_\_\_\_ C

REDIT CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ V-CODE \_\_\_\_\_ CHARGE AMOUNT \_\_\_\_\_ C

ARDHOLDER SIGNATURE \_\_\_\_\_ CARDHOLDER PHONE NUMBER \_\_\_\_\_

☐ I understand and agree with all of the terms of the 2015 Chicago Tribune Printers Row Lit Fest.

**Please send completed application and payment to:**

Chicago Tribune Printers Row Lit Fest  
c/o Criterion Productions  
3712 N Broadway, Ste. 553  
Chicago, IL 60613

**Please send applications no later than March 31<sup>st</sup>, to ensure delivery by the deadline of April 10<sup>th</sup>.**

