



2005 EXHIBITOR AGREEMENT

**Saturday, September 24, De La Guerra Plaza
Santa Barbara 93101**

We are proud to present the **7th Annual Book & Author Festival** celebrating books, authors and reading. Staff and volunteers will be onsite to help you from set-up through breakdown. A substantial promotional campaign is planned utilizing print, radio, and television ads. In late August, participating exhibitors will receive a move-in package including a list of other exhibitors. We look forward to your involvement in our 2005 event.

REGISTRATION DEADLINE: AUGUST 22, 2005

BOOTH: Exhibit Booth is a canopied 10' wide by 10' deep area with one 8' table draped, ID sign, 2 chairs and parking for one vehicle. Exhibitor listing will be included in the festival program free of charge.

\$200.00

AD IN THE BOOK & AUTHOR FESTIVAL PROGRAM: (optional) As a booth holder you receive a special festival rate 1/4 page black & white advertisement in the official Santa Barbara News Press Book-&-Author Festival program distributed to 50, 000 Santa Barbara readers on Sunday, September 18th. An additional overrun will be distributed prior to and during the event. Cost includes typesetting. Additional sizes are available. Please call us for details.

\$296.80

Contact Name: _____

Company Name: _____

Name to be used on booth sign: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____ E-Mail: _____

Type of Business: _____ e.g. Publisher

Please describe your business in 15 words or less: _____

I will need:

- _____ Booths at \$200 each - mandatory expense
- _____ Ads (2 col X 5") in the festival program at \$296.80 - optional expense
- _____ One-day Santa Barbara vendor's business license at \$10 - mandatory expense if you do not hold a current Santa Barbara business license request form
- _____ Additional tables at \$10 each - optional expense
- _____ Additional chairs at \$5 each - optional expense
- _____ Electricity at \$50 per booth space - optional expense
- _____ Power strip rental at \$10 each - optional expense
- _____ Extension cord rental at \$10 each - optional expense
- _____ TOTAL ENCLOSED

Please Return to us:

- Exhibitor agreement**
- Payment**
- Copy of current Santa Barbara business license (if applicable) OR**
- Copy of completed one-day Santa Barbara vendor's business license**
- Camera-ready advertisement or layout ideas and artwork. You will be furnished with a proof before publication.**

<p>Antiquitarian Special in Casa De La Guerra _____ _____spaces at \$200 to include 2 tables and 2 chairs</p>
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<p>Make checks payable to <i>Santa Barbara Book Festival</i> and mail to: Santa Barbara Book Festival, P.O. Box 41932, Santa Barbara, CA 93140 Phone:(805) 962-9500, Fax: (805) 962-2612 E-mail: info@sbbookfestival.org</p> <p style="text-align: center;">Please note, no refunds after September 1, 2005</p>
