



The New York Book Festival will take place on June 12, 2010 in New York's Tompkins Square Park. The New York Book Festival will provide covered space and a six-foot table with two chairs and linen. Shared space must be approved in advance and is subject to an additional fee.

Book Publishers/Commercial Companies/Individual Authors	Early Bird \$275	Jan. 1 – Jan. 31 \$300	Feb 1- March 1 \$350	March 2 and beyond based on availability
Food Vendors	Early Bird \$500 + deposit	Jan 1 – Jan. 31 \$550 + deposit	Feb 1-March 1 \$600 + deposit	March 2 and beyond based on availability
Non-Profits (must provide certification)	Early Bird \$250	Jan. 1 – Jan 31 \$275	Feb 1- March 1 \$325	March 2 and beyond based on availability

The undersigned hereby agrees to rent _____ exhibit space (s) at the 2010 New York Book Festival and agrees to abide by all terms and conditions stated. Full payment must be enclosed with your invoice unless prior arrangements have been made. You agree to abide by the rules and conditions of the event.

Total payment due by the dates as noted above.

Company _____

(Print company name, as it will appear in event signage and in the festival guide)

Contact Person _____

Company Address _____

City _____ State _____ Zip _____

Contact phone (____) _____ Contact fax (____) _____

E-mail address _____

Website _____

By _____

(Signature authorized agent and print name)

Number of spaces requested _____

Total enclosed \$ _____

If paying by check make check payable to:
JM Northern Media, LLC

Send Check or Credit Card Form to:
JM Northern Media LLC
The New York Book Festival
7095 Hollywood Blvd. Suite 864
Hollywood, CA 90028

- Upon receipt of your payment and contract, you will receive an e-mail confirmation of your booth reservation.
- Each booth space will be provided with a standard six-foot table, two folding chairs and linen for the table.
- One week before the event, you will receive a complete exhibitor e-mail with instructions on load-in, booth assignment and map.

PROMOTION EFFORTS: We rely on our exhibitors to help us get the word out on the event. Please let us know of any promotion/publicity efforts for the New York Book Festival and notify us if authors will be appearing in your booth. Contact our office at 323-665-8080 to coordinate.

Booth Contract Terms and Conditions

General

"NYBF" hereafter shall mean the New York Book Festival, a California, LLC company and the festival events that the NYBF will conduct on June 12, 2010 in NYC, including the awards ceremony to be held the evening before the day festival. NYBF shall have the power to interpret and enforce these terms and conditions governing exhibitors. All matters and questions not covered by these terms and conditions shall be subject to the final judgment and decision of NYBF. This exhibitor booth contract, when properly executed, shall be a binding agreement between the two parties.

Applications and Eligibility

Application for booth space must be made on this contract. NYBF reserves the right to determine the eligibility of any exhibit for inclusion in the book festival event. The acceptance of a booth does not carry NYBF's endorsement of the exhibitor's books, merchandise or services. NYBF reserves the right to require the modification or removal of any exhibit that, in its opinion, is not in character with the event.

Agreement to Conditions

Each exhibitor, for itself and its employees, agrees to abide by these terms and conditions and agrees that the sole control of the event rests with the NYBF. Each vendor agrees that they are responsible for removing all trash generated by their activities from Tompkins Square Park space and disposing of it off-site. Your space will be subject to review by a designated staff member. Please note that you may not begin loading out until 5 p.m. on the day of the event.

Assignment of Space

Each exhibitor, for itself and its employees, agrees to abide by these terms and conditions and agrees that the sole control of the event rests with the NYBF.

Booth Equipment and Electricity

NYBF will provide booths within an exhibitor's tent erected in Tompkins Square Park. Each booth will consist of a six-foot table, two folding chairs and linen for the table. NO Electricity will be available.

Billing Address (please include zip code)

Print Name on Card

Signature

Send Contract and Credit Card form to:

JM Northern Media LLC
The New York Book Festival
7095 Hollywood Blvd. Suite 864
Hollywood, CA 90028