



HALIFAX
Sunday, September 26, 2010

**Downloadable PDF Version of this Registration Package
Available ONLINE at thewordonthestreet.ca/Halifax**

The Word is Back on the Street

After 10 years indoors Word On The Street is returning to its roots and will once again be held at an outdoor venue.

The Word On The Street 2010 will take place in Halifax at the lovely Victoria Park, on the corner of Spring Garden Road and South Park Street, directly across from the Public Gardens. The return to the street is in response to feedback we have received from exhibitors and festival attendees alike.

Victoria Park will be transformed into a tented village celebrating literacy and reading, and is the perfect venue with a central location and unique features such as the fountain, trees, and pathways; and of course, poet Robbie Burns.

We believe that this central and easily accessible location will draw greater numbers to this well-loved event, and will be a key focus of our marketing and publicity initiatives.

There is a plan to move exhibitors indoors should there be extreme weather conditions. This decision will be made at the discretion of the society with advanced warning to exhibitors. The rain location will also be centrally located and a change in venue will be at no extra cost to exhibitors.

Across the country, our five festival cities (Saskatoon is new this year) play host to nearly 400,000 people. We are proud to present an event that focuses on reading, authors, literacy, and the written word in our community.

Our past festivals have seen up to 30,000 people in attendance in Halifax. This year is our 16th festival. If you're one of our perennial exhibitors, thank you for your continued support and we hope to see you in 2010. If this 16th festival could be your first we hope you decide to join us.

Here's to a great festival!

When we choose our authors....

Each year, we receive frantic emails or phone calls in August about having an author included in the festival reading line-up. Unless we have space open up at the last minute, there's not a lot we can do at that point. Most, if not all, of our authors are confirmed.

The festival has a committee comprised of Board members, community members, and booksellers who meet to discuss what we call "the big list". Typically we receive submissions of about 130 authors for reading spots. Those 130 submissions comprise the big list. There are three qualifications that every author must meet in order to be eligible for consideration. First, they have to be published by a Canadian publisher. Second, their book needs to be published since the previous festival (September 2009) or if the book has been published prior to last year's festival it must be no more than two years old and the author will not have read at the previous festival. Finally, the book must be readily available to festival booksellers to sell at the festival.

What does it all mean? If you would like to have an author considered for reading at this year's festival, please email us at halifax@thewordonthestreet.ca

We will get back to you promptly and notify you of the information required for submissions. Please email **PRIOR TO August 1st** to ensure your author is considered.

The Word on the Street Halifax,
1480 Carlton St. Halifax N.S.
Phone (902) 423-7399 halifax@thewordonthestreet.ca
www.thewordonthestreet.ca

Please Read Me!!!

exhibit space

1.1 Fair: Open to the public 11AM – 5PM, Sunday, September 26, 2010

1.2 Booth Sizes:

- Village tables: one 8' table & 1 chair in a communal area
- 10x10 sq. booths: two 8' tables and 2 chairs
- 20x20 sq booths: six 8' tables and 2 chairs

1.3 Electricity: upon request, *in advance*.

1.4 Chairs & Tables: Additional Chairs and 8' tables are available to rent if requested in advance. The festival reserves the right to limit the number of tables and chairs per exhibitor.

1.5 Insurance: Exhibitors should come well-prepared and insure themselves and their property. The Word on the Street cannot be held responsible for any damages and will not refund the rental fee.

1.6 Set-up 8AM – 10AM, Sunday Sept 26. Exhibitors will be responsible for the set-up of their own exhibits in booth spaces leased from The Word on the Street Halifax. All exhibits must be set up and all vehicles removed from the site by 10AM.

Exhibitors agree to set up their display within the specified time period; that no display may be dismantled or removed during the entire period of the Festival

1.7 Removal 5PM-7PM, Sunday Sept 26. The Exhibitor agrees to remove their exhibit, equipment, garbage including boxes, and accessories from the Festival site by 7PM. In the event of failure to do so, the Exhibitor agrees to pay for the any additional costs that may be incurred. Vehicles will be permitted on site after 5PM, escorted by volunteers, pedestrian traffic permitting.

discounts • deadlines • cancellations

2.1 Discounts: Save by registering early! Exhibitors who book **and pay** for a booth before July 21 pay early bird prices.

2.2 Registration Deadline: August 1, 2010. Registrations after the deadline are pending available space. Inclusion in the festival program is not guaranteed for registration received after August 1st.

2.3 Confirmation: Full payment and registration form are required in order to confirm exhibit space. All exhibitors must register directly with The Word on the Street Halifax.
Registration forms submitted without full payment, including HST, will not be processed until full payment is received.

2.4 Cancellations: Exhibitors are subject to a cancellation fee. For cancellation after August 1 the fee is 50% of the total value of the space assigned. No refund will be made to exhibitors who cancel on or after August 15, 2010

2.5 Allocation: Booths are allocated on a first-come first-serve basis. Specific allocation requests will be considered only when full payment has been received. If all space is sold out, cheques will be held and a waiting list established.

general

3.1 The Word on the Street does not censor books or other printed material shown by an exhibitor. However, the laws of Canada apply.

3.2 **The Festival will have the right to adopt such rules and regulations as the contract or parties decide upon prior to, during, and after the Festival, as in its discretion it deems to be in the best interest of the Festival. The exhibitor agrees to abide by and be bound by all rules and regulations or general application that may be issued by the Festival and all by-laws, rules, directions, orders, and regulations for the Halifax Regional Police Department, Halifax Regional Fire Department, and/or municipal and federal authorities and the Festival (any duly authorized representatives, agents, or employees of the Festival).**

3.3 The exhibitor will exhibit in a proper manner and will keep the exhibit space open and staffed at all times during the Festival hours. The exhibitor agrees to occupy only the space allocated in the confirmation package.

3.4 The Festival reserves the right to restrict exhibits to a maximum noise level and to suitable methods of operation and display. The Festival shall have the final decision as to what constitutes a proper exhibit and such decision shall be final and binding. If for any reason any exhibit or its contents is deemed objectionable by the Festival, the exhibit will be removed without refund of any amounts paid. This provision includes persons, things, conduct, or any item of attire which the Festival may consider objectionable to the Festival's intent. The Festival further reserves the right to relocate exhibits when in their opinion such relocations are necessary to maintain the character and/or good order of the Festival.

3.5 If the exhibitor fails or refuses to conform to these requirements, The Word on the Street may terminate this agreement without making any refund and if necessary may eject the exhibitor, its employees, servants, or agents from the Festival and the Festival grounds. The Word on the Street shall not be responsible for direct or indirect loss or damage of any kind or nature incurred by the Exhibitor as a result of the Festival's termination of this agreement as provided herein.

3.6 The exhibitor agrees to indemnify and save from harm The Word on the Street, the HRM, and any other participants from and against any direct or indirect loss or damage to person's property caused by any act of the exhibitor, its employees, servants or agents. The Word on the Street shall not be responsible for any direct or indirect loss or damage of any kind or nature, however cause, incurred by the Exhibitor, its employees, servants or agents as a result of its occupation of exhibit space or other participation in the Festival.

3.7 The exhibitor agrees that by signing the official registration form s/he agrees to and will be bound by the preceding rules and regulations.

The Word on the Street Halifax Society is a provincially registered non-profit organization governed by a volunteer Board of Directors comprised of various community representatives. For more information about the Word on the Street Halifax please contact us:

by phone (902) 423-7399
or email halifax@thewordonthestreet.ca
Our website is www.thewordonthestreet.ca/halifax

HALIFAX 2010 Registration Form

Exhibitor Name: _____
(please register under the name to be listed in the program. Max 25 characters)

Shared Booth? Yes Other Exhibitor's Name: _____

Contact Name of Person Responsible for Your Booth On Site: _____

Address: _____
Street Apt/Ste City Prov. Post Code

Phone: _____ **EMAIL:** _____

<u>Exhibitor Type</u>			
<input type="checkbox"/> Publisher	<input type="checkbox"/> Bookseller	<input type="checkbox"/> Association/Non-Profit/Charity	<input type="checkbox"/> 2 nd hand/Antiquarian Bookseller
I prefer my booth is in the <input type="checkbox"/> kids/family area <input type="checkbox"/> adult area <input type="checkbox"/> no preference			

STEP 1: Determine your exhibitor category (on back of this form) and the type of booth you would like to determine your per booth price. Multiply that by the total number of booths you would like to get (A).
STEP 2: Do you want any extras? 8' Tables? Chairs? Indicate that and multiply by the cost to get (B)
STEP 3: Add (A) with (B) and multiply by 13% to add the HST and you have your registration fee!

Booth Type	Exhibit Category*	=	Per Booth Price	X	# of Booths	=	Total Booth Cost	Extra Chairs \$5 ea.	Extra Tables** \$20 ea.	Total Extras Cost
<input type="checkbox"/> Village	<input type="checkbox"/> A	= _____	X	<input type="checkbox"/> 1	= _____	(A)	<input type="checkbox"/> 1	<input type="checkbox"/> 1	(B)	
<input type="checkbox"/> 10x10	<input type="checkbox"/> B			<input type="checkbox"/> 2			<input type="checkbox"/> 2			
<input type="checkbox"/> 20x20	<input type="checkbox"/> C			<input type="checkbox"/> 3			<input type="checkbox"/> 3			
				<input type="checkbox"/> 4			<input type="checkbox"/> 4			

*Only Category C may register for Village Tables. **Village exhibitors cannot purchase Extra Tables

Total Booth Cost (A)	+	Total Extras Cost (B)	=	BOOTH SUBTOTAL	X	15% HST	=	TOTAL ENCLOSED

YES, I REQUIRE AN ELECTRICAL OUTLET:

10x10 and 20x20 booths are guaranteed power, if requested. The festival will try to accommodate requests for power from Village exhibitors but power is on a first registered basis for Village Exhibitors.

Please complete, sign, and return this form with full payment by cheque or money order to:

The Word on the Street Halifax, 1480 Carlton Street, Halifax NS B3H 3B7

PLEASE DO NOT FAX YOUR REGISTRATION FORM. WE WILL NOT PROCESS YOUR REGISTRATION WITHOUT FULL PAYMENT.

Signature: _____ **Date:** _____

The Word on the Street Halifax will reserve booth(s) upon receipt of full payment and original registration form. The exhibitor acknowledges that this agreement will become binding upon receiving a written confirmation and assignment of exhibit space. Signing the Exhibitor Registration Form indicates your and your organization's agreement to adhere to the policy and procedures outline in the "Please Read Me!" section. The Word on the Street Halifax reserves the right to limit the number of booth rentals and extra chair and table rentals per participant.

FOR OFFICE USE ONLY		
Date Received _____	Receipt # Issued _____	Space Assigned _____

Fee Structure 2010

(HST is applicable to all fees)

	Before July 21 <i>10% off!</i>	After July 21
Category A		
10x10 Booth	\$675	\$ 750
20x20 Booth	\$2,295	\$2,550
Category B		
10x10 Booth	\$ 615	\$685
20x20 Booth	\$ 2070	\$2,300
Category C		
10x10 Booth	\$ 565	\$ 625
20x20 Booth	\$1,845	\$2,050
Village Table	\$265	\$ 295

Space is on a first come, first served basis. Space is limited. Completing a registration form does not constitute confirmation of space. Only official written confirmation from Word on the Street Halifax guarantees your space.

Fees and space confirmation are based upon receipt of FULL PAYMENT of registration fees. Registration forms submitted without full payment will not be processed.

SHARING A BOOTH: An exhibitor may opt to pair with ONE other exhibitor for booth space. The cost is determined by the exhibitor category; the larger of the two determines the cost. **Please note:** these sharing arrangements are made between exhibitors and are not the responsibility of Word on the Street Halifax.

PARKING: There will be space blocked off for load in on Martello St. Exhibitors can then park at nearby meters for free during the festival. There are approximately 60 meters very near the park.

SIGNAGE: The Word on the Street Halifax is NOT responsible for booth signage. Each exhibitor will be assigned a booth number to designate their space. Exhibitors are encouraged to create signage for their booth that appropriately fits within the measurements of their booth.

Decorate Your Booth!!

Please help us with the décor and ambience at the festival by decorating your booth and tables. Tablecloths, displays, canopies, flags, signs, pictures, anything will do.

The booth prize for best booth is 10% off the early bird price at next year's festival!

Exhibitor Categories

Category A includes:

Chain Booksellers: 5+ outlets
Large Book Publishers: 50+ Titles per yr
Large Magazine Publishers: circ 50,000+

Category B includes:

Public Libraries
Independent Booksellers
Multimedia Organizations
Small Book Publishers: 4-49 Titles per yr
Sm Magazine Publishers: circ 1000-49,999
Related local business/vendors

Category C includes:

Related Non-Profit & Charitable Associations
2nd Hand Booksellers
Antiquarian Booksellers
Micro Book Publishers: <4 titles per yr
Micro Magazine Publishers: circ <1000

**Booth registration is subject to approval by the committee*

Exhibitor Definitions

Bookseller: Retailers whose primary business is the sale of books and/or magazines.

Book Publisher: Companies whose primary business is the publishing and/or distribution of books. Publishers may sell out-of-print, remaindered, and back-list titles to the public at Word on the Street. **New titles may not be discounted by publishers if they are being sold by a retailer on-site. Publishers found to be discounting new titles being sold by booksellers on site must remove the titles or the discount from their exhibit immediately.**

Magazine Publisher: Companies whose primary business is the publishing and/or distribution of one or more magazine. A magazine is a printed and bound periodical. It may not have more than 70% advertising content (averaged over the year), must be 80% Canadian-owned and use the original work of Canadian writers, artists, and photographers as a substantial part of its content.

Related Non-Profit or Charitable Organization: Organizations and groups whose primary goal is to promote reading, writing, literacy, learning, and/or publishing, and/or industry associations that support publishing or bookselling.