

MidAtlantic Book Publishers Association

Baltimore Book Festival 2010 Registration Form

September 24-26, 2010

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Alternate phone: \_\_\_\_\_

- Deadline for registration: September 10.
- Cost for display: \$15 per book (members); \$30 per book (non-members).
- Registrants may send one marketing handout (postcards, bookmarks, etc) for the giveaway bags for each book registered at no additional fee. Please send 200 copies of each item. Additional items may be included for an additional \$10 per item.
- Registrants may send up to five copies of each book for MBPA to sell at the festival. **Please see additional information and conditions on second page.**
- Registrants may reserve one time slot in the booth per book registered at \$10 per hour time slot. **Please see additional information and conditions on second page.**
- **Join today and get your first book free.** (New MidAtlantic area members only). Join at [www.midatlanticbookpublishers.com](http://www.midatlanticbookpublishers.com) and include a copy of your confirmation email with this registration.

Item	Quantity	Cost per item	Total amount
Books for display: members (including sister-affiliates)		\$15	
Books for display: non-members		\$30	
First book free (new members)		Free	Free
Free items for the giveaway bag (200 pieces needed per item) Number of items must be <= the number of books registered		Free	Free
Additional items for the giveaway bag (200 pieces needed per item)		\$10	
Reserved time slots in the booth (quantity must be equal to or less than the number of books registered)		\$10	

Total cost: \$\_\_\_\_\_

Check enclosed       Paypal payment receipt enclosed

I am sending 5 copies of each title for MBPA to sell at the festival. I agree to the terms on the attached sheet. **I have included an attachment listing the titles and selling price for each.**

Questions? Email Sheila Ruth at [sruth@ImaginatorPress.com](mailto:sruth@ImaginatorPress.com)

### Booth Time Slot Reservations

Registrants may reserve a one hour time slot in the booth for each book registered at a cost of \$10 each. Time slots may be used for author autographing, book sales, or presentations, however **space is very limited**, and according to book festival rules, everything must be contained within the booth itself, so, for example, there will be no space for an audience to sit. MBPA will provide a small table and single chair; registrants should bring anything else needed. There will be space to hang signage during your time slot.

Time slots are available on a first come, first served basis, and when all slots are filled, no more reservations will be accepted. The festival runs from 12-8 on Friday, 12-8 on Saturday, and 12-7 on Sunday. Please indicate your 1st, 2nd, and 3rd choices below for each time slot. If more slots are needed, please use an additional sheet of paper.

Slot #1: 1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

Slot #2: 1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

### Volunteering

I would like to volunteer to help in the MBPA booth. Preferred time slot (indicate 1st, 2nd, and 3rd choice):

Friday: \_\_\_ 12-4 \_\_\_ 4-8      Saturday: \_\_\_ 12-4 \_\_\_ 4-8      Sunday: \_\_\_ 12-4 \_\_\_ 4-8 (includes teardown)

Volunteers may sell their own books while in the booth, as long as representing MBPA is their first priority.

### Selling Books

For the first time this year, MBPA will be running a trial of selling books for members. Members may send up to five copies of each title for MBPA to have available to sell. (Optional). MBPA will sell the books at whatever selling price the registrant specifies, and will keep 20% of the selling price as a sellers fee. MBPA will be collecting 6% sales tax on all items. MBPA will take measures to protect the books, but **MBPA is not responsible for any damage or loss**. Any unsold books may be retrieved after the festival in one of the following ways:

- Registrant pays shipping cost to have the books shipped back
- Registrant may retrieve the books in person at the end of the festival or from Sheila Ruth in Baltimore
- Registrant may pick up the books at our November meeting.

Any books not retrieved by the MBPA meeting on November 13 will be donated to charity

### Marketing Handouts

MBPA will be handing out bags to booth visitors. Registrants may send one marketing giveaway per book registered to be included in the bags. Small items like postcards/bookmarks/coupons seem to work best, but flyers will also be accepted. Registrants may also want to include "fun" items to encourage people to want to look through the bags: stickers, pencils, buttons, candy (not chocolate) attached to a bookmark, etc. Please send 200 copies of each item.

### Sending Materials:

Payment may be made by check or by Paypal (Pay at [www.midatlanticbookpublishers.com/marketing](http://www.midatlanticbookpublishers.com/marketing)). **Please make checks payable to MidAtlantic Book Publishers Assn.**

Please send all materials by September 10, including a check or Paypal payment receipt, to:

Sheila Ruth  
6400 Baltimore National Pike  
Suite 170A-194  
Baltimore, MD 21228