



**CRITERIA FOR VENDOR ACCEPTANCE  
(AUTHOR, EDITOR, ILLUSTRATOR, GRAPHIC ARTIST, PUBLISHERS)  
WHITE MOUNTAINS FESTIVAL OF BOOKS, AUGUST 3, 2024**

1. This is a family-oriented event. Only businesses and organizations that produce/exhibit/sell books and related publishing services promoting literacy and positive personal growth activities will be accepted.
2. Early Registration (Feb 1-May 15, 2024) the cost per vendor table is \$90. As applicable, a table 8 ft. in length with 2 chairs will be provided. Exhibitors may bring their own table coverings. Advertising, signs and banners no more than two feet tall may be placed on tabletops or taped to the front of the table. From May 16-July 15th cost is \$100 per table, \$50 for half.
3. Each vendor is responsible for following all state and local policies regarding business licensing and collecting and remitting sales tax.
4. Early registration applications must be postmarked **no later than** May 15, 2024. Applications will be accepted on a first-come, first-served basis. Vendors will be notified of acceptance by May 31, 2024. Final date for application is July 15, 2024.
5. Festival hours are 9 a.m. to 3:00 p.m. Vendors will be allowed to set up their tables at 7:30 a.m. and are **required to stay until the close of the festival at 3:00 p.m.**
6. Vendors are encouraged to promote their participation via social media platforms and other marketing strategies.
7. As applicable, vendors are required to provide a copy of a current certificate of insurance, a City of Show Business License

Please print and complete the application below. Mail your completed application, check payable to White Mountains Festival of Books (WMFB) along with documents required per item 7 above to: White Mountains Festival of Books, 3520 W Cooley St, Show Low, AZ 85901. Checks will be cashed upon acceptance. See next page for ad/photo/logo requirements.

**APPLICATION FOR VENDOR EXHIBITS**

**WHITE MOUNTAINS FESTIVAL OF BOOKS - AUG 3, 2024**

**Name of contact person:** \_\_\_\_\_

**Company name:** \_\_\_\_\_

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

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

**Telephone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Facebook/Other:** \_\_\_\_\_

**Type of product(s)/service(s):**

\_\_\_\_\_

\_\_\_\_\_

(If you have additional products, continue listing on the back or attach a list.)

**Vendor Location:** The vendor locations are in the Elks Lodge, 805 E Whipple St, Show Low, AZ 85901. The number of vendors is limited and locations will be assigned.

**RELEASE OF LIABILITY:** I agree to release White Mountains Festival of Books, White Mountains Chapter, Arizona Professional Writers, and the Elks Lodge from any and all liability, claims and causes of action arising from my participation as a vendor at the White Mountains Festival of Books on August 3, 2024.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PHOTO/VIDEO RELEASE:** I hereby grant permission to use photographs/videos provided by me or taken of me (my property, my minor children) at the White Mountains Festival of Books on Aug 3, 2024 for publication in print, on the Web and in social media.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit “camera-ready” 300-dpi digital ad file in jpg, png, pdf, or tiff format by June 30, 2024 to: [info@wwfestivalbooks.org](mailto:info@wwfestivalbooks.org)

**Ads requirements and prices for Print Program**

- Full Page Interior: 7.75 inches high x 4.75 inches wide (vertical only): \$100
- Half Page Interior: 3.75 inches high x 4.75 inches wide (vertical only): \$50
- Full Page Inside Front Cover (color) - \$225
- Full Page Inside Back Cover (color) - \$200
- Full Page Back Cover (color) - \$250