



## **DEEP VALLEY BOOK FESTIVAL LITERARY VENDOR FACT SHEET**

Please Keep For Your Reference

### **EXHIBITOR/VENDOR CONTACT**

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### **DEEP VALLEY BOOK FESTIVAL LOCATION AND HOURS**

7<sup>th</sup> Edition DVBF Saturday, October 1, 2022

WOW! Zone, 2030 Adams Street, Mankato, MN

9 am – 3 pm

3:30 pm – “An Afternoon with Curtis Sittenfeld” - keynote author

### **EVENT DESCRIPTION**

The Deep Valley Book Festival (DVBF) connects writers with published authors and other experts in the field to share information, techniques, skills and resources. The Deep Valley Book Festival gets its name from the setting of the beloved Betsy-Tacy children’s books written by Mankato-born author Maud Hart Lovelace. The festival is free and open to the public. Participants sell books or book-related materials, and hand out marketing and promotional items that support their books. The festival offers exhibitors the opportunity to reach book lovers ready to buy their products or learn about their services. Food and beverages are available all day. The DVBF provides a listing in the event program, website, Facebook and is promoted throughout Southern Minnesota.

## **Deep Valley Book Festival: 7<sup>th</sup> Edition – LIVE Event**

### **VENDOR REQUIREMENTS:**

- Vendors must be of a literary nature, and fit the literary theme of the event.
- Festival staff reserves the right to have exhibitors remove unacceptable or inappropriate items, or to relocate or dismiss any participant. This is a family event.
- Vendors are provided with table, 2 chairs, and tablecloth.
- Vendor tables will be marked with your name and table number when you arrive at the festival.
- Vendors are responsible for their own materials (ie. merchandise, cash box, change, credit card reader, signage, handouts, etc.), and must operate only within their assigned space.
- WiFi is available.

### **BOOK SALES**

- Bring and sell your books at your table. You sell and retain 100% of your sales.

### **APPLICATION DEADLINE & NOTIFICATION**

- Full payment is due with your registration.
- You will receive a confirmation within two weeks of receipt of registration and payment.
- Placement of exhibitors is determined by festival organizers.

## **CANCELLATION/REFUND**

- This is an INDOOR, RAIN or SHINE event.
- Entry fees are non-refundable after August 15, 2022.

## **SALES TAX**

- The State of Minnesota requires any person selling used or new products to charge sales tax. Mankato, Minnesota sales tax rate is 7.875%

## **PARKING & SETUP**

- Set up begins at 7:30 am on Saturday, October 1.
- **VERY IMPORTANT:** When you arrive at the WOW! Zone, come in through the main entrance and check in at the Welcome Table. This is where you will drop off your drawing donations and get any other information we may have for you.
- Locate your table on the map found on the Exhibitor page of our website or this information is available at the Welcome Table.
- A table tent with the table number and your name will be on the right hand corner of your table. DO NOT remove your table tent as this is how table servers will locate you.
- Exhibitors must unload and park before returning to set up your table. After unloading, if possible please park farthest from the building to allow plenty of parking for guests throughout the day.
- We have a few dollies available for use if needed.
- Parking is free in the WOW! Zone parking lot.
- All tables must be set up by 9 am when we open to the public.

## **AUTHOR TABLES**

- A table tent with the number and your name will be on the right hand corner of your table. DO NOT remove your table tent as this is how table servers will locate you.
- An author packet and name tag will be at your table. Please wear your name tag. A menu is provided in the packet that you will use to order lunch if you choose.

## **TAKE-DOWN**

- Exhibitors may dismantle at **3:00 pm. PLEASE DO NOT dismantle early as a courtesy to our guests.**
- Exhibitors are invited to attend the 3:30 pm program by author Curtis Sittenfeld. You may load your car after the program if you wish.
- You are responsible for your own trash removal.
- Event staff is not available to assist with your set-up or take-down, however we will have several dollies available for use.

## **FESTIVAL REGULATIONS**

- Festival staff reserves the right to have exhibitors remove unacceptable or inappropriate items, or to relocate or dismiss any participant.
- No pets (with the exception of service dogs), skateboards, roller blades, bicycles, or weapons are permitted at the festival.
- No food items or drinks may be sold by any vendor.

## **PROMOTION FOR THE DVBF**

- All participating exhibitors are expected to promote on their website, social media and mailing lists to help us reach a wider audience. Sharing benefits everyone!
- Color “post-it” on Mankato Free Press front page
- Local radio advertising and interviews

- Posters, post cards, magazine articles
- Events calendars
- Electronic flyer/poster will be emailed to exhibitors a month prior to the festival dates.

Questions? Contact Julie Schrader  
[contact@deepvalleybookfestival.com](mailto:contact@deepvalleybookfestival.com)  
[www.deepvalleybookfestival.com](http://www.deepvalleybookfestival.com)