# DEEP VALLEY BOOK FESTIVAL FACT SHEET

Please Keep for Your Reference

## EXHIBITOR/VENDOR CONTACT

Julie Schrader, Festival coordinator
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## DEEP VALLEY BOOK FESTIVAL LOCATION AND HOURS

10th Edition DVBF Saturday, October 3, 2026
Courtyard by Marriott Event Center, 901 Raintree Rd, Mankato, MN
Author tables open 10 am – 4 pm
Keynote author presentation at 1:00 pm

## 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. Complimentary coffee and water are available all day. Other beverages or snacks are available in the hotel bistro. The DVBF is promoted throughout Southern Minnesota.

# Deep Valley Book Festival: 10th 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, chair, and tablecloth.
- Vendors must **NOT** bring any food or beverage into the Event Center as stipulated by the venue. Food and beverage are provided and included in your registration fee.
- 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 September 1, 2026.

**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 8:00 am on Saturday, October 3.
- **VERY IMPORTANT**: When you arrive at the Courtyard by Marriott Event Center, come in through the Main Entrance door and check in at the Registration Table. This is where you will pick up your name badge, drop off your drawing donations and any other information we have for you.
- Locate your table on the map provided or this information is available at the Registration Table.
- A table tent with the table number and your name will be on the corner of your table.
- 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 Courtyard by Marriott Event Center parking lot.
- All tables must be set up by 9:30 am. We will take a group photo before we open to the public at 10 am.

**AUTHOR TABLES**

- A table tent with the number and your name will be on the corner of your table. DO NOT remove your table tent as this is how we will locate you and deliver your lunch order.
- An author packet will be at your table along with several DVBF shopping bags that you can use to bag purchases from your table and red drawing tickets.
- Please wear your name badge. Badges will be collected at the end of the festival.

**TAKE-DOWN**

- Exhibitors may dismantle at **4:00 pm. PLEASE DO NOT dismantle early as a courtesy to our guests.**
- You are responsible to clean up your table area of any trash. Use trash receptacles available in the event center or take it with you.
- We will have several dollies available for use if needed.

**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 or drinks may be sold by any vendor.
- No outside food or drink can be brought into the Event Center as stipulated by the venue.

## PROMOTION FOR THE DVBF

- All participating exhibitors are encouraged to promote the festival on their website, social media and mailing lists to help us reach a wider audience. Sharing benefits everyone!
- Download an event poster or promo card to share at your events, website, or social media: https://www.deepvalleybookfestival.com/media
- Color ad - Mankato Free Press front page a week before the event and online
- Local radio advertising and interviews
- Posters, post cards, magazine articles
- Local online event calendars