

**CRITERIA FOR VENDOR ACCEPTANCE
PAYSON BOOK FESTIVAL - JULY 20, 2019**

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. The cost per vendor is \$80. 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 table tops or taped to the front of the table.
3. Each vendor is responsible for following all state and local policies regarding business licensing and collecting and remitting sales tax.
4. Applications must be postmarked **no later than** April 30, 2019. Applications will be accepted on a first-come, first-served basis. Vendors will be notified of acceptance by May 31, 2019.
5. Festival hours are 9 a.m. to 3:30 p.m. Vendors will be allowed to set up their tables at 7 a.m. and are **expected to stay until the close of the festival at 3:30 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 Town of Payson Business License.

Please print and complete the application below. Mail your completed application, check payable to Arizona Professional Writers (APW) along with documents required per item 7 above to: Arizona Professional Writers, Payson Book Festival Project, PO Box 1495, Payson, AZ 85547. Checks will be cashed upon acceptance. OR use our website on-line form at [Vendor Application](#) with PayPal capability. See next page for ad/photo/logo requirements.

**APPLICATION FOR VENDOR EXHIBITS
PAYSON BOOK FESTIVAL - JULY 20, 2019**

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 ballroom of the Mazatzal Hotel and Casino. The number of vendors is limited and locations will be assigned.

RELEASE OF LIABILITY: I agree to release Arizona Professional Writers and Mazatzal Hotel and Casino from any and all liability, claims and causes of action arising from my participation as a vendor at the Payson Book Festival on July 20, 2019.

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 Payson Book Festival on July 20, 2019 for publication in print, on the Web and in social media.

Signature: _____ Date: _____

Ad Dimensions for Payson Book Festival 2019 Program

Submit "camera-ready" 300-dpi digital ad/photo/logo file in jpg, png, or tiff format by April 30, 2019 to: info@paysonbookfestival.org

Full Page: 7.75 inches high x 4.75 inches wide (vertical only)

Half Page: 3.75 inches high x 4.75 inches wide (vertical only)

Quarter Page Horizontal: 2 inches high x 4.75 inches wide

Quarter Page Vertical: 3.75 inches high x 2.375 (2 3/8) inches wide

Eighth Page Horizontal: 1 inch high x 4.75 inches wide

Eighth Page Vertical: 1.875 (1 7/8) inches high x 2.375 (2 3/8) inches wide

Ad prices

Full Page Inside Front Cover (color) - \$150

Full Page Inside Back Cover (color) - \$150

Full Page Back Cover (color) - \$250

Full Page interior (B&W) - \$100

Half Page Inside Front Cover (color) - \$75

Half Page Inside Back Cover (color) - \$75

Half Page Back Cover (color) - \$125

Half Page Interior (B&W) - \$65

Quarter Page Interior (B&W) - \$50

Eighth Page Interior (B&W) - \$25