YALLFest 2011
Exhibitor Registration

YALLFest 2011 will feature a full day of stimulating talks by award-winning writers, live music, games, and a bustling Literary Marketplace. This fun, family-oriented, cultural event brings together hundreds of booklovers and authors of all ages.

Exhibitor tables will be located next to the main YALLFest bookselling kiosk and booksigning table. Exhibitor tables will be open and should be staffed from 9:30 am to 6 pm.

Authors, publishers, companies with book-related products, and other businesses interested in becoming a YALLFest 2011 Exhibitor should submit an application (page 3) by **Mon., Oct. 3, 2011.** Applications postmarked after this deadline will be subject to a $25 late fee.
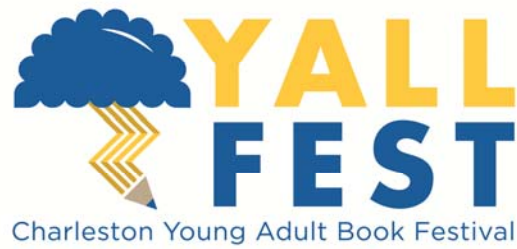
Applications are considered on a first come, first served basis, based upon receipt of a complete registration form and payment in full. Exhibitors will be notified upon acceptance. If for any reason an application is not accepted, notification will be made within 10 days.

Please keep a copy of your registration form and agreement for your records. YALLFest reserves the right, in its sole discretion, to refuse participation by any company or individual.

PROMOTION

Exhibitors are listed on the YALLFest website and in the Festival Schedule. Each exhibitor will have the opportunity to talk about his book or product to the Literary Marketplace audience. Space is limited. While we anticipate crowds similar to last year's popular Capital Bookfest, we will have considerably fewer exhibitor spaces -- this means more attention for your table.

Exhibitors are strongly encouraged to promote their participation in the festival to their own mailing/e-mail/social media lists and on their websites. Festival artwork and logos are available for Exhibitors to use.

EXHIBITOR PACKAGE

Exhibitors are encouraged to enhance their booths with tablecloths, banners, signs, and other displays, as long as they do not obstruct views/sights of other exhibitors.

Exhibitor packages include:

4' table and two folding chairs
Name listed on schedule/site map
Listing on YALLFest website under "Exhibitors"
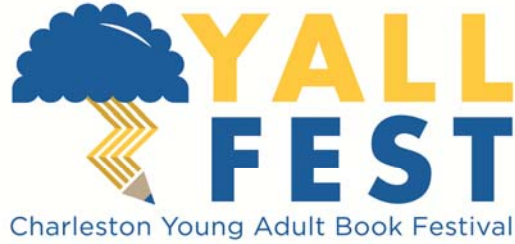Two complimentary tickets to the VIP/Writers party Friday evening.

EXHIBITOR RATES

$200 Standard Rate: for self-published authors and other individuals,

$300 Corporate Rate: for companies with annual revenues of $1 Million or more.

- Please be advised that space is limited and sells out quickly. Once we fill our allotted space, if your application is approved, we will put you on the waiting list. Authors are encouraged to submit their completed application as soon as possible.
- Vendors are responsible for collecting S.C. state sales tax on all merchandise sold.
- Refunds are not issued if the exhibitor cancels his space.
- No electricity or telephone connection is available
- Exhibitors may not split tables.

We look forward to having you participate with us! If you have any questions, please feel free to email or call Jonathan Sanchez at 843.722.2666 or jonathan@bluebicyclebooks.com

Exhibitor Registration Form

Exhibitor/Company Name _____

Contact Name _____

Mailing Address_____

E-Mail _____ Website _____

Phone _____

Merchandise (if book, please specify genre) _____

Exhibitor Level: Standard ($200) _____   Corporate ($300) _____

Late fee ($25) _____

Payment:

- Check _____   Please make checks payable to Blue Bicycle Books.

- Credit Card/Paypal ____   Go to bluebicyclebooks.bigcartel.com/product/yallfest-exhibitor-fee

Send form to

- jonathan@bluebicyclebooks.com or
- Jonathan Sanchez, Blue Bicycle Books, 420 King St., Charleston, SC 29403

ACKNOWLEDGEMENT OF EXHIBITOR CONTRACT

All payments are made payable to Blue Bicycle Books. This event will take place rain or shine. However, if adverse weather conditions occur—fire, casualty, disaster, labor disputes, acts of nature, or any other emergency situation beyond the control of YALLFest, we may reschedule the event. Sponsors and exhibitors agree that the terms and conditions set forth in this agreement shall apply to any rescheduling date. YALLFest shall not be liable to the sponsor or author/vendor for any loss or damage suffered during this event. Fees are non-refundable. By submitting this application, you are indicating that you have read, understand and agree to all the terms as listed above and have advised your event site representative accordingly.

_____ _____ _____
Authorizing Signature   Print Name   Date