

## Marketing Opportunities

**SPONSORSHIP, EXHIBITION, AND ADVERTISING (S6)**

**THE 3<sup>RD</sup> ANNUAL WESTCHESTER & ROCKLAND**

**AFRICAN AMERICAN BOOK FESTIVAL**

**AUGUST 5 -6, 2011**

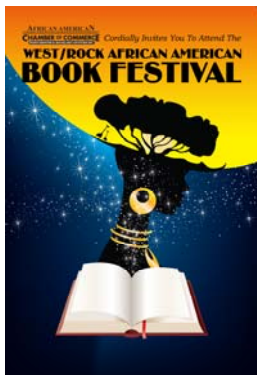
Dear Vendors:

The African American Chamber of Commerce presents the 3<sup>RD</sup> ANNUAL WESTCHESTER & ROCKLAND AFRICAN AMERICAN BOOK FESTIVAL in the Lower Hudson Valley. The WESTCHESTER & ROCKLAND AFRICAN AMERICAN BOOK FESTIVAL, is designed to:

- To broaden access for family literacy and literature awareness by putting more books into more readers hands, literature programs, and parent-support events.
- To help develop and identify new reader and youth markets
- To develop relationships with publishers and literacy advocates throughout the world.
- To expand branding and affinity opportunities to the African American and Latino family market.
- To expand and institutionalize the West/Rock Book Festival as world-class literature and literacy events.
- In tandem with its literacy mission, the Book Fair has actively supported the community.
- Affiliates with various community organizations, to more widely promote literacy.

We look forward to seeing you at the 2011 West/Rock African American Book Festival.

Enclosed is a copy of the vendor application. For additional information about the Festival, please visit us online at [www.aaccnys.org](http://www.aaccnys.org)



# The WEST/ROCK AFRICAN AMERICAN BOOK FESTIVAL

Of Greater Westchester & Rockland Counties

## EXHIBITOR APPLICATION FORM

EARLY REGISTRATION DEADLINE: **June 24, 2011**

FINAL REGISTRATION DEADLINE: **July 25, 2011**

Bookseller/Vendor/Company \_\_\_\_\_ Contact name: \_\_\_\_\_

Address: (no P.O. Boxes) \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

www. \_\_\_\_\_

### Space Reservation

I/We would like to apply for \_\_\_\_\_ exhibitor space(s) for West/Rock. West/Rock will be held on August 6, 2011 from 11:00a.m. to 6:00p.m. on Roosevelt Square, Mount Vernon, NY (Mount Vernon business district), rain or shine. No refunds are issued. **Exhibitors may bring their own 10'x10 tent and additional tables and chairs. No tents larger than 10'x10' are allowed. Full payment is due with the completed exhibitor application form.** No space sharing is allowed. Your participation indicates agreement with all terms. You will receive placement confirmation via email. **BRING A COPY OF YOUR LETTER AS PROOF OF REGISTRATION.**

### Exhibitor Fees (Register Early! Placement in Response Order)

Category	Early Registration (mailed by 06/24/11)	Late Registration (mailed by 08/05/11)
Sponsorship	Contact AACCNYS Office	
Publisher	\$100. \$ _____	\$145. \$ _____
Independent Press	\$100. \$ _____	\$145. \$ _____
Children's Book Publisher or Small Press	\$100. \$ _____	\$145. \$ _____
Book Vendor	\$100. \$ _____	\$145. \$ _____
Not-for-profit Organization	\$ 50. \$ _____	\$ 75. \$ _____
Individual or Self-Published Author	\$100. \$ _____	\$145. \$ _____
Art/Cultural/Commercial Retailer	\$100. \$ _____	\$145. \$ _____
Food Vendor	\$100. \$ _____	\$145. \$ _____
	<b>Total Paid</b>	\$ _____

**Genre or Vendor type:**

Fiction  Nonfiction  Children/YA  Poetry  Religious  Food  Art/Culture/Commercial Retailer

Pay Exhibitor Application Fee Online: Pay Now

**CREDIT CARD APPLICATIONS CAN BE FAXED TO 914.699.6279 WE ACCEPT VISA/MC/AMEX**

Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Print name: \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks payable to the West/Rock Book Festival (no checks accepted after 07/15/11)

Mail to West/Rock Book Festival P.O Box 3730, Mount Vernon, NY 10553 or email to [Robinlisatdouglas@compuserve.com](mailto:Robinlisatdouglas@compuserve.com)

For additional information, call (914) 699.4749 or Fax application to 914.699.6279

For sponsorship information, call (914) 699-9050