

Largest African-American Book Event in the South

## 2025 AUTHOR VENDOR PACKET

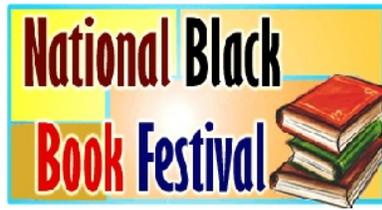
EVENT DATE: Oct. 23-25, 2025



Venue: Fallbrook Church • 12512 Walters Road • Houston, TX

Sponsored by:  
Cushcity.com

National Black Book Festival  
14300 Cornerstone Village Dr., Suite 370  
Houston, TX 77014  
(281) 444-4265 - Ph      (281) 583-9534 - Fax  
[www.nationalblackbookfestival.com](http://www.nationalblackbookfestival.com)



## To Authors, Publishers and Other Vendors:

The 18th annual National Black Book Festival is scheduled for Oct. 23-25, 2025. The Festival is sponsored by Cushcity.com, one of the leading websites promoting African-American literature.

The Festival will be held in Fallbrook Church's Brook Sports Facility and will include the following features:

- Publisher booths
- Author exhibits
- Free Children's Festival (Announcement of Black Authors Matter Children's Book Awards)
- Featured author discussions and signings
- Live interviews with authors
- Free Author Enhancement Sessions
- FREE Workshops and seminars
- An evening reception (Thursday) and two breakfasts (Friday and Saturday)
- Food court on site for on-site food purchases
- And More!

The Festival schedule includes the following ticketed events (ticket purchase is required):

Thursday, Oct. 23, 2025 @ 7:00 p.m.  
Welcome Reception

Friday, Oct. 24, 2025 @ 9:30 a.m.  
"Get Acquainted" Breakfast

Saturday, Oct. 25, 2025 @ 8:00 a.m.  
Networking Breakfast

All events will take place at Fallbrook Church Brook Sports Facility, 12512 Walters Road, Houston, TX.

The Festival will be marketed nationwide to over 500 Black book clubs, 10,000 book readers and the general public. In addition, national and local media will be apprised of the event and it will be aggressively marketed through social media (Facebook and Instagram with 100K+ fans). Registered authors will receive a covered, 6' table to display and sell their books during the Festival. Information regarding rates is included on the following pages.

If you have any questions or require our assistance, please do not hesitate to contact us at phone number or e-mail address below.

Sincerely,

Gwen Richardson  
National Coordinator  
National Black Book Festival  
(281) 444-4265  
[info@nationalblackbookfestival.com](mailto:info@nationalblackbookfestival.com)

## Reserve Your Author Table Today!!

Exhibit Hours: Friday, October 24, 2025 11:00 a.m. to 7:00 p.m.  
Saturday, October 25, 2025 10:00 a.m. to 6:00 p.m.

Venue: Fallbrook Church Brook Sports Facility  
12512 Walters Road  
Houston, TX 77014

Rates: See Author/Vendor Agreement

### Rate Includes

- 2 vendor badges
- 1 covered table (6 feet long) – Two full days - ONE author per table unless the book has co-authors
- 2 chairs
- 1 tabletop sign with Author(s) name
- One (1) ticket to Friday and Saturday breakfasts for author(s) ONLY (Oct. 24<sup>th</sup> and 25<sup>th</sup>)
- Author website link on National Black Book Festival website as a participating author. Link will remain until December 31, 2025.

### Credentials

Upon check-in on Oct. 23rd or Oct. 24th, each author/vendor will receive:

- 2 vendor badges
- NBBF Push Card that includes schedule
- Tickets to Friday and Saturday breakfasts (for author(s) ONLY)
- Tickets to other Festival events or for guests (if purchased in advance)

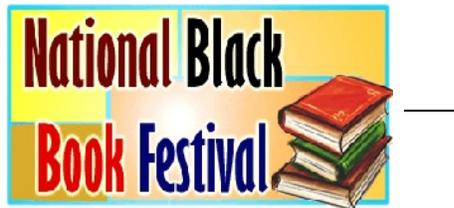
Authors/vendors can purchase additional badges (extra chair included) in advance, if desired. Vendor badges **may not** be picked up prior to the date of check-in for the Festival. For tables with one author, two badges are provided (one for an assistant). For tables with co-authors, two badges are provided, one for each author.

### Author Table Payments

Author table payments must be received according to the following schedule:

	<u>Deposit Amount</u>	<u>Deposit Deadline</u>	<u>Final Payment Due</u>
Early Bird Rate - \$225.00	\$50.00	03/31/2025	07/31/2025
Standard Rate - \$300.00	\$100.00	05/31/2025	07/31/2025
Late Registration - \$350.00	\$175.00	08/31/2025	09/30/2025

Acceptable forms of payment include cashiers check, money orders, personal checks, Visa, Mastercard, AmEx, Discover and Paypal. **Absolutely no personal checks will be accepted after September 30, 2025.**



### **Table Location**

Author tables will be grouped by genre and authors must select ONE genre for their work on the registration form.

### **On-Site Vendor Signage**

Retractable banners are **only allowed** around the perimeter, and tables around the perimeter are reserved for vendors that order electricity. **No retractable banners are allowed at other tables.** Each vendor receives a tabletop sign and vendors may bring other signage to place on their tables..

### **Book Sales**

**ALL AUTHORS** will bring their own supply of books and sell them directly to Festival attendees. Authors will retain 100% of the proceeds from all of their book sales and should bring some cash with them for making change during transactions. Authors may accept cash, credit card payments, Paypal, CashApp, Venmo or Zelle. Authors who possess credit card authorization ability may bring their own devices with them for this purpose.

### **Refund Policy**

All table purchases, including deposits, are final and *non-refundable*. Ticket purchases, advertising and other fees are also *non-refundable*.

### **Electricity and WiFi**

Electricity is not included in the cost of registration for authors' tables.

Electricity:	\$20.00 per day or \$25.00 per day with USB port
WI-FI:	FREE

These services may be requested on a separate form obtained from NBBF and we have a limited number of vendor locations that will have electricity access. These are provided on a first-come, first-serve basis. If you require these services, please call us at 1-800-340-5454 and we will e-mail the form to you.

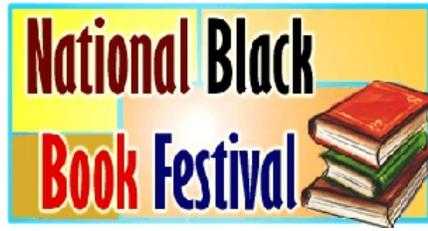
### **Check-In and Set Up Times**

- Check-in *only* to pick up vendor packets (**no set up**) - Thursday, October 23, 2025 from 5:00 p.m. to 9:00 p.m.
- Check-in and/or Set up - Friday, October 24, 2025 from 8:30 a.m. to 11:00 a.m.

Note: All exhibitors and authors must be completely set up no later than 11:00 a.m. on Friday and all aisles must be cleared. There will be absolutely no setting-up after the Festival starts each day. Exhibitors that have not claimed their tables by 9:30 a.m. on Saturday, October 25 will forfeit their tables.

### **Breakdown Times**

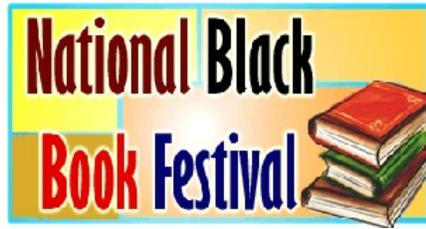
Saturday, October 25, 2025 from close of Festival to 7:30 p.m.



### Terms and Conditions

The terms and conditions outlined herein have been established for the mutual benefit and protections of Exhibitors, Visitors and Festival Organizers and may not be modified unless by writing signed by both parties. The Author/Vendor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. **Festival Booking:** To reserve a space at the National Black Book Festival, a signed agreement and deposit are required. We must receive the balance of your fee by the designated deadlines or reservation and deposit will be forfeited.
2. **Payments:** Cash, checks, cashiers check, money orders, Visa, Mastercard, American Express, Discover and Paypal are acceptable forms of payment. Any vendor spaces may be forfeited, at NBBF's discretion, if the full balance has not been received by the due date. All costs for collections, including reasonable attorney's fees, accrued interest, returned check and/or credit card charge back fee of \$35 and any other fees due NBBF shall be the responsibility of author/vendor. If no written notification is received 30 days prior to the event, vendor will be held financially responsible for exhibitor space. Payments received are *non-refundable*, except as provided in paragraph 7 of this agreement.
3. **Author Tables:** Distribution of exhibitor space will be assigned at the sole discretion of NBBF. Sharing of exhibit space or use of display by unauthorized or third parties is strictly prohibited. All exhibits must remain assembled and staffed throughout exhibit hours until the official closing time. If not occupied by the time set for completion of the installation of the displays, such space may be reallocated or reassigned.
4. **Limitation on Liability:** Exhibitor expressly releases NBBF from any liability and waives: a) any and all demands, claims and causes of action in law or in equity, related to any defect, deficiency, failure or impairment of utilities or other facilities, including water, heating, electricity, ventilation, refrigeration, or other mechanical systems failure; b) the conduct, negligence or claims of any exhibitor or attendee; and c) any fire, flood, strike, terrorist attack, weather or other, force majeure beyond control of NBBF.
5. **No Guarantee of Results:** NBBF does not warrant or guarantee any particular results of the Festival, nor do they guarantee a particular number of attendees or exhibitors.
6. **Indemnification:** Exhibitors display and exhibit property at their own risk. NBBF does not assume any responsibility for loss or damage to Exhibitors property. NBBF will not be held accountable for the death or injury of any person attending an event, or for any damages suffered by Exhibitor or its officers, agents, employees or invitees as a result of any cause whatsoever. Exhibitor shall indemnify and hold NBBF, its parent companies, subsidiaries, affiliates, sponsors and respective officers, directors, agents and employees harmless from any suit or claim arising out of any action or failure to act by the Exhibitor. Exhibitor shall be liable for any and all damages caused by Exhibitor to the event building's grounds, landscaping, floors, walls, columns, or any other part of the building, or to the chattels and fixtures of the building or any other Exhibitor or person or entity having property at the events building's premises. Exhibitors are advised to obtain insurance coverage for this risk.
7. **Cancellation:** NBBF reserves the right to cancel this event at any time prior to the date of the event with refund of all amounts paid by participants to NBBF in connection with this Agreement, except in the case of acts of God. In those instances, all fees paid will be transferred to the following year. **Otherwise all payments are non-refundable.**
8. **Product/Service Exclusivity:** Product/service exclusivity is not guaranteed through this reservation, this also includes brand exclusivity.

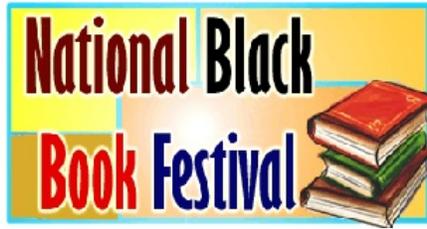


**Terms and Conditions (cont. - Page 2)**

9. Miscellaneous: Exhibitors may not pin or tape anything to walls; loud or offensive exhibits, subject to NBBF's discretion, are not permitted; Blocking aisles, soliciting customers in the aisles or handing materials out in the aisles is prohibited. Exhibitors must also comply with all requirements of venue provider.

10. NBBF Authority: NBBF reserves the right, upon reasonable notice to the Exhibitor, to substitute alternate dates and/or facilities other than those originally planned for a particular event. Exhibitor, also hereby grants NBBF permission to use Exhibitors' name and/or logos for promotional purposes in connection with the Festival and/or other events produced by NBBF. This permission shall extend to photographs of the Exhibitor's Booths.

11. Complete Agreement. This agreement represents the entire agreement between the parties and supercedes all communications, understandings, or agreements, if any expressed or implied, whether written or verbal. NBBF has made and makes no representation of any kind except those specifically set forth herein. In the event of any dispute to the terms of this Contract, the parties agree to consult with a professional mediator agreed upon by all parties prior to seeking legal action. The prevailing party shall be entitled to recover costs and attorney fees. This contract shall be interpreted and construed pursuant to the laws of the State of Texas. Amendments to this agreement must be in writing and signed by both parties.



## FREQUENTLY ASKED QUESTIONS

**1) Can authors at the National Black Book Festival (NBBF) share a table?**

NBBF tables are designed for one author. Table sharing is only allowed for books that have co-authors.

**2) Does the author table fee include both days of the Festival?**

Yes. Author tables are for both days from opening to closing of the Festival. Each author table includes two chairs and two badges (for an assistant), and ONE ticket for the author to breakfast on Friday and Saturday. If the author's guests would like to attend the breakfasts or other events, tickets can be purchased at a discount. However, the author must handle the ticket purchase to receive the discount and the discounted tickets must be purchased in advance according to the deadline date provided by NBBF.

**3) I have more than one book. Can I sell all of my books at the Festival?**

Yes. Authors can sell all of their titles at the NBBF.

**4) I have additional products which are associated with my book(s). May I sell those as well?**

Yes, as long as your books are the primary featured item, you may sell other associated items as well, such as CD's, bookmarks, t-shirts, etc. We are also allowing a limited number of non-book vendors to participate at the Festival.

**5) My book has a co-author(s). Can co-authors share a table?**

Co-authors are allowed to share a table. However, if additional assistance is required by inviting another person, additional badges must be purchased. The table includes two (2) badges and two chairs. A maximum of three (3) individuals can sit at a table.

**6) I am traveling to Houston from another city. May I ship my books in advance?**

NBBF **does NOT** have storage facilities for authors to ship their books. However, if you are staying at an area hotel and have a reservation, you can contact the hotel about having your books shipped there in advance of the event.

**7) I already have the capability to process credit cards. May I process my own credit card transactions at the Festival?**

Authors who have credit card capability may bring their devices with them. However, electricity is not automatically provided. Information regarding electricity and WiFi will be provided after final registration payment is made. WiFi is complimentary at the venue.

**8) Where are the closest hotels and is there a discount on airfare?**

If you are traveling from outside the Houston area, the Sheraton North Houston will be the host hotel. We have discounted rates at the Sheraton as follows: King Bed - \$99, Double Bed - \$99, King Bed Junior Suites - \$149. The discounted rates will be in effect until October 3, 2025. The hotel offers complimentary shuttle service to and from the airport. NBBF will provide complimentary shuttle service to and from the Festival venue. The link for discounted hotel rooms will be available in February 2025.

A group airfare discount is not provided; however, United and/or Southwest Airlines tend to have the best schedules and the most economical fares to Houston. The recommended airport is IAH.

**2025 NBBF AUTHOR/VENDOR AGREEMENT**

Author Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_ E-Mail: \_\_\_\_\_  
 \_\_\_\_\_ Cell: \_\_\_\_\_  
 City \_\_\_\_\_ Website: \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Fax: \_\_\_\_\_

Book Title(s): \_\_\_\_\_

**GENRE (select ONE):**  Mainstream fiction  Urban fiction  Christian fiction  Mystery/thriller  Historical fiction  Politics  
 Romance  Poetry  Religious/faith  Children  Teens/Young Adults  Fantasy  Business/Leadership  Education  
 Motivation/Self-help  Family/Relationships  History  Beauty/Health  African Diaspora  Biography  Non-fiction

**VENDOR OPTIONS**

REGISTRATION TYPE [FEE includes 1 ticket to both Friday and Saturday breakfasts for author ONLY]	Deposit Amount	Deposit Deadline	Registration Amount	Final Payment Deadline
Early Bird Rate - \$225.00	\$50.00	03/31/2025	\$225.00	07/31/2025
Standard Rate - \$300.00 [From 04/01/25 to 05/31/25]	\$100.00	05/31/2025	\$300.00	07/31/2025
Late Registration Rate - \$350.00 [After 05/31/2025]	\$175.00	N/A	\$350.00	08/31/2025

**ADDITIONAL SERVICES - Payment due by 10/10/2025**

Type of Service	Unit Price	Quantity	Total
Seminar Presentation - 2 Hours (**50% Deposit must be paid to secure date/time slot)	\$250		\$
Participating Author Photo Included on web site (remains until Dec. 31, 2025)** **Author photo fee must be paid in full before photo can be posted	\$89		\$
Extra Vendor Badge	\$15		\$
Welcome Reception (Thursday, October 23, 2025 @ 7:00 p.m.)	\$40		\$
Get Acquainted Breakfast (Friday, October 24, 2025 @ 9:30 a.m.) <b>AUTHOR receives one (1) ticket as part of registration fee - ENTER GUEST TICKETS]</b>	\$25		\$
Networking Breakfast (Saturday, October 25, 2025 @ 8:00 a.m.) <b>AUTHOR receives one (1) ticket as part of registration fee - ENTER GUEST TICKETS]</b>	\$25		\$

Total Price: \_\_\_\_\_ Deposit Amount: \_\_\_\_\_

Payment Method:  Check  Money order  Visa  M/C  AmEx  Disc  Paypal

Card Number: \_\_\_\_\_ Exp Date \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

NOTE: Deposit will be charged to credit card on the date agreement is received.

Paypal payments: Send to e-mail address: [grichardson@cushcity.com](mailto:grichardson@cushcity.com). Subject: NBBF Payment

Authorized Signature: \_\_\_\_\_

**Checks payable to: National Black Book Festival** (*Absolutely no personal checks accepted after Sept. 30, 2025*)

Mail checks to: National Black Book Festival, 14300 Cornerstone Village Dr., Suite 370, Houston, TX 77014

All NBBF fees are NON-REFUNDABLE.