



Largest African-American Book Event in the South

## 2017 AUTHORS VENDOR PACKET

EVENT DATES: Oct. 26-28, 2017

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 10th annual National Black Book Festival is scheduled for Oct. 26-28, 2017, at Fallbrook Church, 12512 Walters Road in the Northwest area of Houston. 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 double gymnasium and will include the following features:

- Publisher booths
- Author exhibits
- Featured author discussions and signings
- Live interviews with authors
- Spoken Word Poetry Slam
- FREE Workshops and seminars
- An evening reception (Thursday), two breakfasts (Friday and Saturday), and a Power Luncheon on Friday
- Book Club Meet and Greet
- Food court on site for seated dining and on-site food purchases
- And More!

The Festival schedule includes the following ticketed events (ticket purchase is required) for items with asterisks (\*\*):

Thursday, Oct. 26, 2017 @ 7:00 p.m.\*\*  
"Welcome to Houston" Reception

Friday, Oct. 27, 2017 @ 8:00 a.m.\*\*  
"Get Acquainted" Breakfast

Friday, Oct. 27, 2017 @ 12:00 Noon\*\*  
Power Luncheon

Saturday, Oct. 28, 2017 @ 8:00 a.m.\*\*  
Networking Breakfast

Saturday, Oct. 28, 2017 @ 5:00 p.m.  
Spoken Word Poetry Slam

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

The Festival will be marketed nationwide to over 1,100 Black book clubs, 25,000 book readers and 100 libraries. In addition, national and local media will be apprised of the event and it will be aggressively marketed through social media (Facebook and Twitter). Authors may obtain a 6' draped table 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 27, 2017 10:00 a.m. to 7:00 p.m.  
 Saturday, October 28, 2017 10:00 a.m. to 6:00 p.m.

Venue: Fallbrook Church  
 12512 Walters Road  
 Houston, TX 77014

Rates: See Author/Vendor Agreement

**Rate Includes**

- 2 vendor badges
- 1 draped table (6 feet long) – Two full days - ONE author per table OR two authors may share table for an additional \$100.00 fee until Feb. 28, 2017. After Feb. 28<sup>th</sup>, table sharing is not available for new registrants.
- 2 chairs
- 1 tabletop sign with Author(s) name
- One (1) ticket to Friday and Saturday breakfasts for author(s) ONLY (Oct. 27<sup>th</sup> and Oct. 28<sup>th</sup>)
- Author web site link on National Black Book Festival web site as a participating author. Link will remain until October 31, 2017.

**Credentials**

Upon check-in on Oct. 26<sup>th</sup> or 27<sup>th</sup>, each author/vendor will receive:

- 2 vendor badges
- NBBF Newspaper
- 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 during check-in, 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 two 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 <b>Preferred</b> - \$225.00	\$50.00	11/30/16	07/31/2017
Early Bird Rate - \$250.00	\$50.00	02/28/2017	07/31/2017
Standard Rate - \$300.00	\$100.00	05/31/2017	07/31/2017
Late Registration - \$350.00	N/A	N/A	09/30/2017
Author Table Sharing Fee - \$100.00	N/A	02/28/2017	07/31/2017

Returning authors who have exhibited in years 2015 or 2016 receive a \$25.00 discount which is applied to the final payment. 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, 2017.**



### **Table Location**

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

### **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 or checks (if desired), as well as credit card payments. Authors who possess credit card authorization ability may bring their own equipment or lap tops with them for this purpose.

For authors who DO NOT possess the ability to process credit card transactions, the NBBF staff may handle these transactions for them on-site, if desired. For these transactions ONLY, author will be assessed a 20% management and processing fee for each credit card transaction. Payment for credit card transactions, less the processing fee, will be forwarded to the author about ten (10) business days after the Festival. Authors are NOT required to accept credit cards and this is solely at their discretion. For authors with their own credit card capability, see the FAQs page.

### **Spoken Word Poetry Slam**

Poetry authors who purchase tables at the Festival may participate in the one-hour Spoken Word Poetry Slam Finale, which will take place Saturday, October 28, 2017 at 5:00 p.m., for an additional \$50.00 entry fee. Authors who purchase tables at the Festival, as well as other poets who are interested, are eligible to participate. There may be a number of preliminary bouts (depending on the number of participants) and the finalists will participate in the finale on Oct. 28. There are a limited number of slots and these will be assigned on a first-come, first-serve basis. There will be a cash prize of \$200.00 for the winner of the Poetry Slam.

### **Refund Policy**

All table purchases, including deposits, are final and *non-refundable*. Ticket purchases, advertising and other fees are also *non-refundable*. However, author table purchases can be transferred to another author prior to September 30, 2017, if desired. All transfers must be coordinated through the National Black Book Festival office.



### **Electricity, Telephone Lines and WiFi**

Electricity and telephone lines are not included in the cost of registration for author tables.

Electricity:	\$20.00 per day
Phone Lines:	Not available
WI-FI:	FREE

These services may be requested on a separate form obtained from NBBF. If you require these services, please call us at 1-800-340-5454 and we will fax or 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 26, 2017 from 4:00 p.m. to 9:00 p.m.
- Check-in and/or Set up - Friday, October 27, 2017 from 7:00 a.m. to 9:30 a.m.

Note: All exhibitors and authors must be completely set up no later than 9:30 a.m. on Saturday and all aisles must be cleared. There will be absolutely no setting-up after the show starts each day.

### **Breakdown Times**

Saturday, October 28, 2017 from close of Festival to 7:00 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 and priority given upon receipt of payment and agreement. All booth space assignments are at the sole discretion of NBBF, however, NBBF will consider all requests of paid exhibitors. 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 an exhibitor fails to occupy space contracted for or should exhibitor's display or materials fail to arrive, exhibitor shall not be relieved of the obligation of paying full rental charge for space. 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. Otherwise *all payments are non-refundable*.



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

8. **Product/Service Exclusivity:** Product/service exclusivity is not guaranteed through this reservation, this also includes brand exclusivity.

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. However, two authors may share a table for an additional \$100.00 fee until Feb. 28, 2017. After Feb. 28<sup>th</sup>, table sharing is not available for new registrants. If a book has two co-authors (both names printed on the book), no additional fee is required.

**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 but the author must handle the ticket purchase to receive the discount.

**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, 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 equipment with them. However, electricity is not automatically provided. Information regarding electricity and WiFi is available in this packet. 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 - \$89, Double Bed - \$89, King Bed Junior Suites - \$139. The discounted rates will be in effect until October 19, 2017. The hotel offers complimentary shuttle service to and from the airport. NBBF will provide complimentary shuttle service to and from the Festival site. The webpage for online reservations is here: <http://url.ie/11ph9>

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.



**2017 NBBF AUTHOR/VENDOR AGREEMENT**

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

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

Were you a participating author at the 2015 or 2016 NBBF?  Yes  No

**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 Preferred - \$225.00	\$50.00	11/30/2016	\$225.00	07/31/2017
Early Bird Rate - \$250.00	\$50.00	02/28/2017	\$250.00	07/31/2017
Standard Rate - \$300.00	\$100.00	05/31/2017	\$300.00	07/31/2017
Late Registration Rate - \$350.00 [After 05/31/2017]	N/A	N/A	\$350.00	09/30/2017
Author Table Sharing Fee (If applicable, add to deposit)	\$100.00	02/28/2017	\$100.00	07/31/2017
<b>Returning Author Discount</b> - \$25.00 (Deduct from total below for 2015 or 2016 NBBF vendors)				<25.00>

**ADDITIONAL SERVICES - Payment due by 10/15/2017**

Type of Service	Unit Price	Quantity	Total
Gift Bag Marketing (promo item/flyer in 1000 attendees' bags)	\$99		\$
Seminar Presentation - 2 Hours (**50% Deposit must be paid to secure date/time slot)	\$250		\$
Participating Author Photo Included on web site (remains until October 31, 2017)** **Author photo fee must be paid in full before photo can be posted	\$89		\$
Extra Vendor Badge	\$15		\$
Welcome to Houston Reception (Thursday, October 26, 2017 @ 7:00 p.m.)	\$30		\$
Get Acquainted Breakfast (Friday, October 27, 2017 @ 8:00 a.m.) <b>AUTHOR receives one (1) ticket as part of registration fee - ENTER GUEST TICKETS]</b>	\$20		\$
Power Luncheon (Friday, October 27, 2017 @ 12:00 Noon)	\$20		\$
Networking Breakfast (Saturday, October 28, 2017 @ 8:00 a.m.) <b>AUTHOR receives one (1) ticket as part of registration fee - ENTER GUEST TICKETS]</b>	\$20		\$
Spoken Word Poetry Slam Entry Fee (Saturday, October 28, 2017 @ 5:00 p.m.)	\$50		\$

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, 2017)

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

Fax agreement to: (281) 583-9534

All NBBF fees are NON-REFUNDABLE.