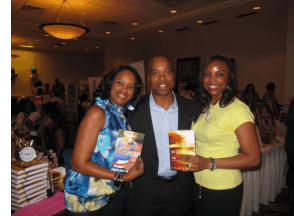


Dozens of Authors. . .Thousands of Readers
All Under One Roof

2012 SMALL BUSINESS/INSTITUTIONAL VENDOR PACKET

EVENT DATES: June 8-10, 2012
Doubletree Hotel - 400 Dallas St. - Downtown Houston



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



To Entrepreneurs, Small Businesses and Institutional Vendors:

The 5th annual National Black Book Festival is scheduled for June 8-10, 2012 at Houston's Doubletree Hotel (downtown) and is sponsored by Cushcity.com, one of the leading Web sites promoting African-American literature.

This 5th annual event will include the following features:

- Publisher booths
- Author exhibits
- Featured author discussions and signings
- Live radio interviews with authors
- Spoken Word Poetry Slam
- Workshops and seminars
- Door prize drawings
- And More!

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

Friday, June 8, 2012 @ 7:00 p.m.**
"Welcome to Houston" Reception

Friday, June 8, 2012 @ 10:00 p.m.**
Private Slumber Party (Authors TBA)

Saturday, June 9, 2012 @ 8:00 a.m.**
"Get Acquainted" Breakfast

Sunday, June 10, 2012 @ 9:00 a.m.
Sunday Worship Service

Sunday, June 10, 2012 @ 11:00 a.m.**
Sunday Jazz Brunch

Sunday, June 10, 2012 @ 4:00 p.m.
Spoken Word Poetry Slam

All events will take place at the Doubletree Hotel, 400 Dallas St., Houston, TX (Downtown).

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. Small Businesses/Institutions 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
grichardson@cushcity.com



Reserve Your Small Business/Institutional Table Today!!

When: Saturday, June 9, 2012 10:00 a.m. to 6:00 p.m.
 Sunday, June 10, 2012 1:00 to 6:00 p.m.

Where: Doubletree Hotel
 400 Dallas Street
 Houston, TX 77002

Rates: See Small Business/Institutional Vendor Agreement

Rate Includes

- 2 vendor badges
- 1 skirted table (6 feet long) – Two full days - Only ONE entity or organization per table
- 2 chairs
- 1 sign with Business or Institution Name
- Two tickets to Saturday Get Acquainted Breakfast
- Small Business/Institutional web site link on National Black Book Festival web site as a participating vendor. Link will remain until June 15, 2012

Credentials

Upon check-in on June 8 or 9, 2012, each Small Business/Institutional vendor will receive:

- 2 vendor badges
- Souvenir program
- Two tickets to Saturday Get Acquainted Breakfast
- Tickets to other Festival events (if purchased in advance)

Small businesses/institutional 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. **Only one entity or institution may be assigned to a table**, although Small Business may bring a colleague to assist with sales.

Small Business/Institution Table Payments

Small Business 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 - \$350.00	\$100.00	12/31/2011	03/31/2012
Standard Rate - \$400.00	\$200.00	02/15/2012	03/31/2012
Late Registration Rate - \$500.00	N/A	N/A	05/30/2012

After March 31, 2012, all Small Businesses or Institutions reserving tables must pay the late registration rate, in full, of \$500.00. 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 May 15, 2012.**



Table Location

Small Business/Institutional tables will be located in a premium location in one of the author ballroom(s).

Sales

ALL Small Businesses/Institutions will bring their own supply of books or other materials and sell them directly to Festival attendees. Small Business/Institution will retain 100% of the proceeds from all of their book sales and should bring some cash with them for making change during transactions. Small Business/Institution may accept cash or checks (if desired), as well as credit card payments. Small Businesses/Institutions who possess credit card authorization ability may bring their own equipment or lap tops with them for this purpose.

For Small Businesses/Institutions 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, Small Business/Institution 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 Small Business/Institution about ten (10) business days after the Festival. Small Businesses/Institutions are NOT required to accept credit cards and this is solely at their discretion. For Small Businesses/Institutions with their own credit card capability, see the FAQs page.

Refund Policy

All table purchases, including deposits, are final and *non-refundable*. Late registration prices go into effect March 31, 2012.

Electricity, Telephone Lines and WiFi

Electricity and telephone lines are not included in the cost of registration for Small Business/Institution tables.

Electricity:	\$40.00 per day
Phone Lines:	\$25.00 per day

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.

The Doubletree Hotel charges for Wi-Fi service and arrangements for Wi-Fi must be done individually, directly with the Doubletree Hotel.



Check-In and Set Up Times

- Check-in *only* to pick up vendor packets (no set up) - Friday, June 8, 2012 - 9:00 a.m. to 5:00 p.m.
- Check-in and/or Set up - Saturday, June 9, 2012 from 7:00 a.m. to 9:30 a.m.

Note: All Exhibitors and Small Businesses/Institutions 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

Sunday, June 10, 2012 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 Small Business/Institution/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 deposits and space 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 Small Business/Institution/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. **Small Business/Institution 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 person 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. Absolutely no helium balloons will be allowed in the facility. 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 Small Businesses/Institutions at the National Black Book Festival (NBBF) share a table?

No. Small Business/Institution tables at the NBBF are for one Small Business/Institution ONLY.

2) Does the Small Business/Institution table fee include both days of the Festival?

Yes. Small Business/Institution tables are for both days from opening to closing of the Festival.

3) I have more than one product. Can I sell all of my products at the Festival?

Yes. Small Businesses/Institutions can sell all of their products at the NBBF.

4) I am traveling to Houston from another city. May I ship my products in advance?

NBBF does not have storage facilities for Small Businesses/Institutions to ship their products. However, if you are staying at an area hotel, you can contact the hotel about having your products shipped there in advance of the event.

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

Small Businesses/Institutions who have credit card capability may bring their equipment with them. However, electricity and phone lines are not automatically provided. Information regarding electricity and phone lines is available in this packet. WiFi service is available at the Doubletree Hotel, but this must be arranged on an individual basis.

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

If you are traveling from outside the Houston area and need a hotel, we have compiled a list of hotels in the immediate area and their rates: www.nationalblackbookfestival.com/houstonhotels.htm

The Doubletree (Downtown) is the headquarters hotel and their information is on the list. **The deadline for the special room rate at the Doubletree Hotel is May 10, 2012.** Make your hotel reservation at least 30 days prior to the event for the most economical rates. A discount on air travel is available through Continental Airlines. Check the Festival web site for details regarding this.

2012 NBBF Small Business/Institution VENDOR AGREEMENT

Small Business/Institution Name _____
 Phone _____
 Address _____ E-Mail: _____
 _____ Cell: _____
 City _____ Website: _____
 State _____ Zip _____ Fax: _____
 Description of Product(s): _____

VENDOR OPTIONS

Registration Type	Deposit Amount	Deposit Deadline	Registration Amount	Final Payment Deadline
Standard Rate - \$400.00	\$200.00	02/15/2012	\$400.00	03/31/2012
Late Registration Rate - \$500.00	N/A	N/A	\$500.00	05/31/2012

ADDITIONAL SERVICES - Payment due by 05/31/2012

Type of Service	Unit Price	Quantity	Total
Gift Bag Marketing (promo item/flyer in 3000 attendees' bags)	\$175		\$
On-Site Video Presentation	\$189		\$
NBBF Newspaper Advertising (Sizes and Prices Vary/See Ad Packet For Rates)*			
Seminar Presentation - 2 Hours (**50% Deposit must be paid to secure date/time slot)	\$350		\$
Extra Vendor Badge	\$15		\$
Welcome to Houston Reception (Friday, June 8, 2012 @ 7:00 p.m.)	\$50		\$
Get Acquainted Breakfast (Saturday, June 9, 2012 @ 8:00 a.m.)* [Vendor receives two (2) tickets. Add'l tickets for guests should be ordered here.]	\$30		\$
Sunday Jazz Brunch (Sunday, June 10, 2012 @ 11:00 a.m.)	\$40		\$

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. Subject: NBBF Payment

Authorized Signature: _____

Checks payable to: National Black Book Festival (*Absolutely no personal checks accepted after May 15, 2012*)
 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.