



# 2019 Tucson Festival of Books

## Exhibitor Handbook

A Celebration of Books, Authors, Literacy & Reading

Saturday, March 2 & Sunday, March 3, 2019

Festival Contacts:

Katie Desiato & Alexandra Franz

Exhibitor Committee Co-Chairs

[exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org)

Please familiarize yourself with the contents and keep a copy for reference - Most questions are answered in this document

# Table of Contents

**Exhibitor Information and Instructions.....3-8**

Exhibitor Duties and Responsibilities.....3

Exhibitor Contacts and FAQs.....3

Pricing and Booth Packages.....3-4

Booth Décor.....4-5

Booth Events.....5-6

Additional Booth Services.....6

Booth Security.....6-7

Exhibitor Load-in and Load-out.....7-8

**General Festival Information.....8-10**

**Arizona Party Rental Information.....11**

**Exhibitor Contract.....12-14**

# 2019 Tucson Festival of Books

## Exhibitor Information and Instructions

### Exhibitor Duties and Responsibilities

**Exhibitor Contract:** The Exhibitor Handbook is provided to each Exhibitor and is considered part of the legally binding contract between the Exhibitor and the Festival.

**Licenses, Taxes & Permits:** Exhibitors shall obtain at their own cost and expense any necessary licenses and/or official permits required for selling items at the Tucson Festival of Books. Festival Management may require copies of all applicable permits. The individual company must collect and remit all applicable local and/or state taxes to the proper municipal or state agencies.

Special Event and Temporary Resale permits can be obtained from the [Arizona Department of Revenue](#) or the [City of Tucson](#). For questions concerning the City of Tucson, please contact the Business License Section at (520)791-4566.

### Exhibitor Contacts and FAQs

- Have questions? Please read through this Handbook before contacting the Exhibitors Committee. Most questions are answered in this document.
- Check out [Frequently Asked Questions page](#) on the Tucson Festival of Books website.
- We are here to help! If something is not answered in this document or on our website, call or send us an email at:
  - Exhibitors Committee: [exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org)
  - Katie Desiato, Exhibitors Committee Co-chair: [kdesiato@tucsonfestivalofbooks.org](mailto:kdesiato@tucsonfestivalofbooks.org)
  - Alexandra Franz, Exhibitors Committee Co-chair: [af Franz@tucsonfestivalofbooks.org](mailto:af Franz@tucsonfestivalofbooks.org)
  - Main Tucson Festival of Books office phone: (520)621-0302
    - Main office hours are Monday through Friday, 9 a.m. to 4 p.m., closed on holidays

### Pricing and Booth Packages

Booth Options	Registration payments received September 4th through December 13 <sup>th</sup> *
Interior 10' x 10' booth	
Non-Profit / 501(c)3 rate	\$600
For-Profit rate	\$740
Corner 10' x 10' booth	
Non-Profit / 501(c)3 rate	\$760
For-Profit rate	\$900
110v electricity (optional)	\$150

\*Applications received after December 13<sup>th</sup> will be considered on a case-by-case basis, subject to availability

- **Regular/interior booth package:** 10' x 10' canopy and 100 sq. ft. of exhibit space with two vinyl sides and one back wall. One 6' table and two folding chairs provided per interior booth.
- **Corner booth:** 10' x 10' canopy and 100 sq. ft. of exhibit space with one vinyl side and one back wall. Two 6' tables and four folding chairs provided per corner booth.
- Booth configuration is altered if multiple booths are ordered.
- Additional tables, chairs, equipment, and drayage material can be rented prior to the Festival through Arizona Party Rental or by contacting [exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org). Limited equipment may be available to rent at the Festival (see **Additional Services**).
- Basic 110v electricity may be purchased for an additional fee (see **Additional Services**). Exhibitors may not bring their own generators.
- Exhibitors will be charged for any missing or broken equipment in their booth(s) at the end of the Festival.

**Booth Assignment:** The Festival assigns booth spaces at its sole discretion. The Festival does not guarantee that any Exhibitor will be assigned a specific space that cannot be changed after assignment. Assignments will be sent out mid-February.

**Booth Listing:** Each Exhibitor is provided with a listing on the Tucson Festival of Books website and the special Tucson Festival of Books insert in the Arizona Daily Star prior to the Festival. We recommend filling out all your social media and contact information during registration so visitors to the Festival will have access to your information. Utilize this resource to advertise your booth at the Festival!

**Booth Staffing:** Exhibitors must have their booths staffed continuously from 9 a.m. to 5:30 p.m. during both days of the Festival. Exhibitors who leave early may not be invited as or accepted as Exhibitors in the future.

**Rain Policy:** The TFoB will continue in the event of rain and Exhibitors are expected to continue Exhibiting in the event of rain.

**Eventualities:** In case the facilities are destroyed by fire, the elements, or by any other cause, or any other circumstances make it impossible for Festival Management to permit the contracted space to be occupied by the Exhibitor, this Agreement will terminate. The Exhibitor agrees to waive any claim(s) for damages or compensation except the pro-rata return of the amount paid for the exhibit space.

**Cancellation Policy:** If this Agreement is cancelled by the Exhibitor for any reason whatsoever, a 25% administrative fee shall be paid by the Exhibitor. All cancellations must be in writing and emailed to [exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org). No refunds will be given after February 15, 2019.

## **Booth Décor**

The Exhibitors Committee reserves the right to ask any Exhibitor to alter their décor to fit the following parameters:

- Exhibitors may not change or take down the vinyl side walls of their booths.
- Exhibitors may not bring their own booths or canopies.

- Items for sale or display must stay within the confines of the booth. Exhibitors with items outside the interior space of the booth will be asked to move within the allotted space.
- No flammable materials or combustible decorations may be used. The UA Fire Department requires that all materials used in an Exhibitor booth are flame-retardant. No open flames, heaters, candles, incense burners, or similar items are permitted in or around Exhibitor booths.
- Exhibitors may only hang, mount, or attach light-weight items from the metal frame tubing within the booth. Exhibitors may be asked to take down any items that are deemed too heavy or are hung on a different surface of the booth.
- No A-frames, propped up boards, pop-up signs, balloons, or feather flags (or similar signs by another name) may be used, unless they can fit completely within the confines of the Exhibitor's booth.
- Exhibitors are responsible for the cleanliness and order of their own booth. Festival Management will help to ensure cleanliness of aisles and common areas.
  - **Clean-up fee:** Exhibitors who fail to remove all product and materials from their booth(s) at the end of the Festival will be charged a \$100 clean-up fee per 10'x10' space.

## Items to Bring

- Books and related merchandise
  - Boxes and sealing tape for moving, storing, and shipping books and merchandise
- Parking pass(es) (see the **Exhibitor Load-in and Load-out** section of this Handbook)
- Booth décor items (see the **Booth Décor** section of this Handbook)
- Plastic tarp(s) to cover merchandise overnight
- Any money or credit card processing equipment you may need
- City of Tucson Business Licenses & Permits if you are selling items (see the **Exhibitor Duties & Responsibilities** section of this Handbook)
- Pens, markers, and other writing utensils
- Sunscreen, sunglasses, and hats
- Extra clothes to layer in (jackets, scarves, etc.)
- Hand trucks or wagons if you wish to move materials to your vehicle on Saturday evening (see the **Exhibitor Load-in and Load-out** section of this Handbook)

## Booth Events

### Types of Material Acceptable for Sale

Exhibitors are permitted to sell books and book related merchandise appropriate for a family-oriented audience. Exhibitors are not allowed to sell water or food products at their booths. The Tucson Festival of Books reserves the right to deem certain materials inappropriate for sale and/or display.

### Author Signings

Exhibitors may arrange for authors to sign books in their booth. In January, you will receive an email with instructions on scheduling book signings. All signing requests must be made in writing to [exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org). Approved signings will be listed on the Tucson Festival

of Books website with your Exhibitor listing and printed in the Festival insert in the Arizona Daily Star. If you are inviting an author who is presenting at the Festival, please note that Festival programming and book signings take priority over all other activities. The Exhibitors Committee reserves the right to decline any author signings and to shut down or relocate an author signing taking place at an Exhibitor booth(s).

### **Costumed Characters**

All costumed character events/appearances must be approved by Festival staff. Exhibitors must obtain approval from the Exhibitors Committee at least one week prior to the Festival. All requests must be made in writing to [exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org).

### **Flyers and handouts**

Distribution of literature (flyers, handouts, samples, business cards, giveaways, or similar items) must be done from within the booth space. Exhibitors are not allowed to wander through the Festival to solicit visitors, sell products, or promote activities. The Exhibitors Committee reserves the right to ask Exhibitors to return to their booth space.

### **Sound level**

No amplified sound in or around booths is permitted. Festival management reserves the right to determine if sound is interfering with other Festival Venues and/or Exhibitors.

## **Additional Booth Services**

### **Telecommunications, Internet, or ISDN Services**

Exhibitors are encouraged to bring their own mobile devices for communication and credit card processing. UA Public Wifi is available free of charge on the Mall, but there is no guaranteed connectivity. For more information about UA Wifi, please visit the [UA Information Technology webpage](#).

### **Electrical Service**

Electrical service can be arranged for an additional cost. Service is restricted to certain booth locations, so arrange service early to guarantee your spot. If you would like to arrange electrical service after registering, please contact the Exhibitors Committee at [exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org). Exhibitors may not bring their own generators.

### **Material Handling Services**

Exhibitors should contact Arizona Party Rental to arrange for drayage of goods and payment. Please see the **Arizona Party Rental** section of this Handbook.

## **Booth Security**

**Security:** The Festival will provide general security throughout the Festival and overnight on Saturday. No other guards or exhibitor staff are allowed on the Festival grounds overnight. Exhibitors who leave materials in their booths do so at their own risk. If you are concerned about the safety of your equipment or product(s), you are encouraged to remove such items from the booth.

**After-hours:** There may be some moisture on the ground Friday and Saturday evenings. We advise moving products/merchandise off the ground and covering other products/merchandise with a plastic tarp(s) in case of rain or moisture dripping from the tent top.

## **Exhibitor Load-in and Load-out**

### **Load-in**

- Load-in will take place on Friday, March 1<sup>st</sup> and Saturday, March 2<sup>nd</sup> before the Festival opens.
  - Exhibitors may request a specific load-in time during the registration process. The Exhibitors Committee strongly recommends choosing a Friday load-in time. Any Exhibitors who do not choose a load-in time during registration will be assigned a Saturday morning load-in time.
- Load-in assignments will be emailed out to Exhibitors in February.
- A Festival traffic coordinator and representative of the Exhibitors Committee will greet you and provide your parking passes (please see next section for parking).
- Exhibitors should bring appropriate help or equipment necessary to unload. The Festival does not provide an unloading help service so please plan accordingly. Each Exhibitor has 45 minutes in which to unload.
  - Exhibitors who leave their vehicle in the load-in area(s) beyond the allotted time risk being ticketed or towed.
- The UA Mall speed limit during load-in is 5 m.p.h. Please use caution while driving on campus and follow the directions of volunteers and staff.

### **Exhibitor Parking on Saturday and Sunday**

- One Exhibitor parking pass will be provided per 10' x 10' booth.
- Your parking pass must be clearly displayed on your vehicle dashboard during load-in, while parked at the Festival, and during load-out.
  - Do not lose your parking pass. A new pass will not be provided if the original is lost.
- After unloading, you will be directed to the nearest load-in for Exhibitor parking.
- The UA Mall is shut down at exactly 9 a.m. on Saturday and Sunday. This means Exhibitors must be off the Mall by this time and no new Exhibitors will be allowed onto the Mall 10 minutes prior to this time.
- Exhibitors will not be allowed to drive onto the Mall Saturday evening to retrieve items. Anything removed from booths on Saturday evening will need to be carried to where the Exhibitor is parked or has arranged pickup.
- More specific instructions regarding parking will be provided in the load-in email sent in February.
- For non-Exhibitor/general parking at the Festival, please see the General Information section.

### **Load-out**

- Load-out will take place at the end of the Festival on Sunday, March 3<sup>rd</sup>, beginning at 5:30 p.m.
  - The CSPAN / Book TV vehicle will leave the UA Mall early on Sunday due to size and logistics. This does not mean the Festival is closed.

- Booths must remain staffed until the Festival’s conclusion at 5:30 p.m. Exhibitors may not leave their booths early. Doing so may result in not being invited to participate in future Festivals.
- Exhibitors will enter through the same access point they used during load-in. Exhibitors must show their parking pass at the gate to be allowed onto the Mall.
- Remove everything that you brought with you from the booth space.
- Place all bagged trash at the front of your booth before leaving. Cardboard boxes may be broken down and left for recycling.
- Festival staff will collect the booth banner(s), table(s), chair(s), and other equipment after load-out concludes.

## 2019 Tucson Festival of Books - General Information

### Event Location and Information

Location: University of Arizona campus

Dates and Times: March 2<sup>nd</sup> – 3<sup>rd</sup>, 2019 from 9:30 a.m. to 5:30 p.m. (Arizona time)

Admission: Free and open to the public

### Campus Policies

- The University of Arizona is a tobacco-free campus. “Vaping” and other electronic cigarette use is not allowed.
- Please visit The University of Arizona’s [Dean of Students website](#) for more policies regarding campus use.

### Festival Website and Social Media

Website: [www.tucsonfestivalofbooks.org](http://www.tucsonfestivalofbooks.org)

Instagram: <https://www.instagram.com/tucsonfestivalofbooks>

Twitter: <https://twitter.com/tfob>

Facebook: <https://www.facebook.com/tucsonfestivalofbooks>

### General Parking

- There is a wide range of parking on and around the University of Arizona campus that is open to the public during the Festival.
- Second Street Garage will not be open to the public during the Festival
- Additional parking information can be found on the Tucson Festival of Books webpage.

### Dining & Food Services

There are two food courts on the Mall at the Tucson Festival of Books that will be open during Festival hours. The Student Union Food Court and other UA-affiliated concession and restaurants will be open as well.

### Accessibility

- For information about parking, interpreters, assistive devices, or other disability services, please visit our [Disability Access Information page](#).



- Our [Family Resource Map](#) shows the locations of diaper-changing stations, family restrooms, lactation spaces, and highchairs.

## **Emergencies and First Aid**

Minor Injuries: The Festival has First Aid Tents located at the East and West ends of the UA Mall. Please consult the Festival Map for exact locations. If the injury is not life-threatening and the injured person is able to walk/move, they should proceed to a First Aid Tent for care.

Medical Emergencies: The Tucson Festival of Books has onsite emergency medical personnel. If an emergency medical situation arises, get help from any of the following Festival places or staff:

- Festival Information Booth (red-topped tents with large balloons on the top)
- First Aid Tent
- Any Security Volunteer
- Volunteer wearing a 2019 Tucson Festival of Books t-shirt
- Festival Personnel with a walkie-talkie

Any of the individuals listed above or at the locations above will be able to assist you and call for help. If you cannot reach help and need to call 911, let dispatch know you are on the University of Arizona campus. They will transfer you to UA dispatch. Be prepared to provide your name, the injured person's exact location, your booth name and/or number, your location at the Festival (via the nearest landmark or building), and details of the emergency.

## **Lost and Found – Items**

Items found during the Festival should be turned in to the closest Information Booth. Information Booths have red tops and large balloons attached to the top. Lost items will be kept until the end of the day on Sunday. At the end of the day, they will be turned over to the [Student Union Information Desk](#).

## **Lost and Found – Children and Parents**

A lost child, elder, or individual with special needs is a critical situation due to the size and scale of the Festival. If you find a lost child, elder, or individual with special needs at your booth, ask them to stay. Then call UA Police at 520-626-7589, or send someone else to report the situation to any of the following Festival places or staff:

- Festival Information Booth (red-topped tents with large balloons on the top)
- First Aid Tent
- Any Security/Operations Volunteer
- Volunteer wearing a 2019 Tucson Festival of Books t-shirt
- Festival Personnel with a walkie-talkie
- Uniformed Police Officer

Please provide your booth name, number, booth location at the Festival (via the nearest landmark or building). Also provide the individual's name, age, height, ethnicity, and description of their clothing. If the person is non-verbal or speaks a language other than your own, provide what information you can. Do not allow the person to leave your booth or protection even if the parents return. Wait until the proper authorities have arrived, verified identities, and cancelled the alert.

## Service Animals and Pets

- Service Animals are welcome at the Festival! Be sure to bring documentation with you – only registered service animals will be allowed inside University buildings.
- The Tucson Festival of Books can be crowded and intimidating for non-service animals. If you choose to bring your pet to the Festival, please be aware that any animal exhibiting aggressive or inappropriate behavior will be asked to leave campus.
- Tucson in March can be very hot. If you choose to bring your pet to the Festival, make sure they have plenty of water and wear shoes/foot protection if the temperature is high. Do not ever leave your pet in a vehicle.

## Material Handling Services

Tucson Festival of Books  
Saturday, March 2 and Sunday, March 3, 2019



Arizona Party Rental will gladly assist you with receiving, unloading, warehousing, and delivering shipments to your Festival space, as well as outbound shipping.

Shipping  
for the

information  
Festival is:

Your Company Name and Booth Name and/or Space Number  
c/o Arizona Party Rental Event Services  
3619 E. Speedway Boulevard  
Tucson, AZ 85716

- All shipments must be prepaid. We will accept boxed or skilled (pallet) materials February 19 – 28, 2019 at the above address. Warehouse receiving hours are 8:00 a.m. to 4:00 p.m., Monday through Friday.
- Your materials will be delivered to your festival space by Thursday, February 28, 2019.
- Arizona Party Rental Event Services will assist you with outbound shipping. We ask that you prepare and pack your own materials at the end of the Festival and arrange for outbound shipping from the warehouse site noted above. Be sure your carrier knows that your materials will be available for pickup beginning Tuesday, March 4, 2019.

### Rate Schedule

The rate for drayage service is \$65 per CWT (weight per 100 pounds in the U.S.) or fraction thereof, with a 200-pound minimum per shipment. This rate applies to freight or parcels received through commercial carrier UPS, USPS, FedEx, etc.

This rate includes the following services:

- Receipt of shipment and up to 15 days storage
- Delivery to your Festival space on the University of Arizona campus
- Removal of your packaged materials and delivery to our secure warehouse site following the Festival

Please contact Arizona Party Rental for additional information.

Arizona Party Rental Event Services  
3619 E. Speedway Blvd.  
Tucson, AZ 85716  
Phone: (520)327-6678  
Fax: (520)327-7073

[info@arizonapartyrental.net](mailto:info@arizonapartyrental.net)

[www.arizonapartyrental.net](http://www.arizonapartyrental.net)

## 2019 Tucson Festival of Books Exhibitor Agreement

### Agreement between the Tucson Festival of Books, LLC (TFoB) and Exhibitor

1. To rent a booth and exhibit at the 2019 Tucson Festival of Books you must either sell books, book related products, or promote a literacy, literary, or educational program. Sponsors are exempt from this criterion. The TFoB reserves the right to allow or refuse participation by any company or organization as its sole and absolute discretion.
2. Exhibitors may distribute printed advertising, samples, and souvenirs and may perform music, have costumed characters, and display artwork from within their booth; provided that all distributed, performed, or displayed materials shall be subject to the approval of the TFoB, in its sole and absolute discretion. The Exhibitor is solely responsible for obtaining (and warrants to the TFoB that it has obtained) all necessary licenses and permissions to distribute, perform, or display any Exhibitor material which is protected by copyright, trademark, publicity, or misappropriation laws, or any other intellectual property or other laws.
3. The Exhibitor contacts shown in this contract are authorized to make all decisions regarding exhibiting and to execute this agreement on behalf of the Exhibitor.
4. The Exhibitor hereby grants the TFoB, or its designees, non-exclusive permission to use its (and its' agents) voice, image, and likeness in any photographic, digital, or audio recording in any manner and in all media, in perpetuity.
5. The Exhibitor shall, and does hereby, indemnify, defend, and hold harmless the TFoB, the event sponsors, and their employees, representatives and agents of each from claims, liabilities, costs, and charges (including attorneys' fees and costs) for injury, loss, or damage to property or persons (including death) arising out of Exhibitor activities in connection with the event, or any breach of representation, warranty, or covenant in this contract.
6. The TFoB, event sponsors, and their employees, representatives, and agents of each shall not be liable for any claims, liabilities, costs, and charges (including attorneys' fees and costs) arising out of any injury, loss, or damage to the person or property of the Exhibitor, its employees, representatives, or agents, except to the extent arising out of the sole negligence of the TFoB or event sponsors.
7. Exhibitor shall provide and maintain workers' compensation and employee liability (if applicable) and comprehensive general liability insurance containing a waiver of subrogation in favor of the TFoB in such amounts acceptable to the TFoB. Evidence of such insurance must be provided to the TFoB promptly upon request.
8. The Exhibitor shall pay all sales or other taxes, fees, and assessments required by any applicable federal, state, or local law in connection with the Exhibitor's participation in the event. The Exhibitor shall indemnify, defend, and hold the TFoB harmless for any taxes (including fees and penalties, if any) required to be paid by the TFoB in connection with Exhibitor's activities under this contract. The Exhibitor shall provide the TFoB with all requested documentation to evidence their compliance with tax laws and rules.
9. If for any reason the Event is cancelled or rescheduled, the Exhibitor's sole remedy shall be the recovery of the fees paid pursuant to this contract (on a pro-rata basis if only a portion of the Event is cancelled).

10. Under no circumstances shall the TFoB be liable for consequential, indirect, special, or punitive damages or profits of any kind in connection with its activities or omissions under this contract, regardless of whether such damages were foreseeable.
11. Failure to adhere to any deadlines set forth in this agreement may result in forfeiture of related benefits. The exhibitor may not assign this contract or trade, sell, share, or otherwise transfer the advertising or vending rights granted herein. TFoB expressly prohibits exhibitors from charging a third party any fee to display and/or sell product belonging to the third party. This agreement shall become void, and of no further force or effect, in case of such an agreement.
12. Waiver of any term of this contract or failure of the TFoB to terminate this contract on account of any breach by Exhibitor shall not be deemed a waiver of the TFoB's rights to subsequently enforce any term or to terminate this contract by reason of any subsequent breach of Exhibitor.
13. This contract, together with any exhibits or attachments and the rules and regulations of TFoB, constitutes the parties' entire agreement with respect to the subject matter hereof and supersedes all prior statements or agreements, both written and oral. The exhibitor agrees that no representations of any kind have been made to the exhibitor by the TFoB, or by any of its agents and that no understanding has been made or agreement entered into other than has been set forth herein.
14. This contract shall be governed by the laws of the State of Arizona. This contract shall be deemed to be entered into and performed in Pima County, where the principal office of the TFoB is located, and such County shall be the forum of any legal action relating to this contract. The parties agree that all claims and disputes arising from or related to this contract shall be subject to mediation and any matters not settled by mediator or an arbitrator within 20 days of notice from a party, the mediator and/or arbitrator shall be chosen by the Chief Civil Judge in the Superior Court in, and for, Pima County. The parties shall share equally in the cost for mediation and arbitration. The prevailing party shall be awarded reasonable attorneys' fees, costs of arbitration, and any expert witness fees and costs.
15. All appropriate fees must be paid in full by December 13, 2018.
16. Exhibitors may not relocate themselves. Location assignments made by the Festival are final.
17. Communication with the TFoB Exhibitor Committee shall be addressed via email to [exhibitors@tucsonfestivalofbooks.org](mailto:exhibitors@tucsonfestivalofbooks.org).

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