



# 2024 Tucson Festival of Books EXHIBITOR HANDBOOK

University of Arizona Campus  
Saturday, March 9, 2024, & Sunday March 10, 2024  
9:30 am – 5:30 pm

Website: [TucsonFestivalofBooks.org](https://TucsonFestivalofBooks.org)

## Co-Chairs

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Check out Frequently Asked Questions page on the Tucson Festival of Books website.

PLEASE FAMILIARIZE YOURSELF WITH THE HANDBOOK CONTENTS MOST QUESTIONS ARE  
ANSWERED IN THIS DOCUMENT

## TUCSON FESTIVAL OF BOOKS – EXHIBITOR INFORMATION & INSTRUCTIONS

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

**Booth Package:** Exhibitors are renting the interior of their booth. All contents must remain within the footprint of the booth. Standard booth packages include:

- **Regular/Interior Booth:** One 10'x10' canopy – 100 square feet of exhibit space with two vinyl sides and one back wall. One 6' table and two folding chairs per interior booth.
- **Corner Booth:** One 10'x10' canopy – 100 square feet of exhibit space with one vinyl side and one back wall. Two 6' tables and four folding chairs per corner booth.
- Booth signage.
- 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 Loading and parking passes.
- Water and snacks will be available.

Booth Options	Charge
Interior 10 x 10 booth	
Non-Profit/501(c3) rate	\$660
For Profit	\$815
Corner 10 x 10 booth	
Non-Profit/501(c3) rate	\$835
For Profit	\$990
Electricity	\$165

**Licenses, Taxes & Permits:** All current privilege (sales) taxes for the City of Tucson MUST be filed with the Arizona Department of Revenue using the city region code TU. Applications can be found at <https://azdor.gov/transaction-privilege-tax/tpt-license/applying-tpt-license>

**Eventualities:** In case the facilities shall be destroyed by fire, or the elements, or by any cause, or in case 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 for damages or compensation except the pro rata return of the amount paid for the exhibit space. Refunds will be by check only and addressed to the individual whose name is on the credit card.

**Rain Policy:** The TFOB will continue in the event of rain, and it is expected Exhibitor's will continue to have presence in their booths.

**Types of Material Acceptable for Sale:** Exhibitors are permitted to primarily sell books and books related merchandise (appropriate for a family-oriented audience). The Tucson Festival of Books reserves the right to deem certain materials to be inappropriate for sale and / or display.

**Booth Assignment:** The Festival assigns booth spaces at its sole discretion. The Festival does not guarantee any Exhibitor will be assigned a specific space. **Once assignments are made, they are final.** 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 to ensure visitors will have access to your information. Utilize this resource to advertise your booth at the Festival!

**Booth Signage:** Exhibitors will be provided with booth banner(s) with Exhibitor name as requested upon registration. Only official Festival booth signage may be displayed on the exterior of exhibitor booths and may not be covered. *NOTE: Any signage used in violation of these regulations will be removed. The booth banner is the property of the TFOB and must be left in place at the conclusion of the Festival.*

Should Exhibitors request a change to their booth signage between December – February, there will be a charge \$35.00; changes during the festival are likely not possible and, if we are able to accommodate, subject to additional charges. **Please note: Pricing has not been confirmed as of September 5, 2023 and will be addressed in a future email to registered Exhibitors.**

**Booth Staffing:** Exhibitors must have their **booths staffed continuously from 9:00 am to 5:30 pm** during both days of the Festival. Exhibitors who leave early may not be invited or accepted as Exhibitors in the future.

**Security:** Private Security is employed to walk the festival grounds overnight and report any suspicious activity to authorities. The security force is deployed in shifts and assigned to zones from roughly 5:00 pm until volunteer festival staff arrive in the morning. University Police are aware of the security presence and on alert for any calls. The officer in charge of the security team has direct phone access to the facilities team should a non-police emergency occur.

**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.

### **Booth Décor**

- All booths are completely white; banners are affixed to the front of the booth (if a corner is purchased, banner is placed on both open sides). Configuration is altered if multiple booths are ordered.

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.
- Additional tables, chairs, and linens may be rented prior to the festival through Arizona Party Rental: (Phone: (520)327-6678, Fax: (520)327-7073)  
[info@arizonapartyrental.net](mailto:info@arizonapartyrental.net)  
[www.arizonapartyrental.net](http://www.arizonapartyrental.net)  
Arizona Party Rental will have limited equipment available for rent on the day of the festival.
- Exhibitors may furnish their booths with their own tables, storage shelves, etc., if all items conform to the guidelines herein. Tables and other furniture may be placed anywhere in an exhibitor's booth if all furniture stays within the dimensions of the booth and set-up does not pose a safety hazard.
- Items for sale or display must stay within the confines of the booth. Exhibitors with items outside the booth will be asked to move items into their allotted space.
- No flammable materials or combustible decorations may be used. The UA Fire Department requires 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.
- Please contact the Exhibitor Committee if you intended on having a helium tank in your booth.
- 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 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.

**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.

## 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. See Connectivity information below.
- A copy of your Transaction Privilege Tax (TPT) license.
- 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)

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

## BOOTH EVENTS

**Author Signings:** Exhibitors may arrange for authors to sign books in their booth. An email will be sent in January 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 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).

## EXHIBITOR LOAD-IN AND LOAD-OUT

### Load-in

- Load-in will take place on Friday, March 8 and Saturday, March 9 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).
- We request Exhibitor's use only one vehicle for load-in. If you have multiple booths, you will receive one parking pass per booth.
- Exhibitors should bring appropriate help or equipment necessary to unload. The Festival does not provide staff or volunteers for unloading, please plan accordingly.
- Each Exhibitor has 45 minutes 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 mph. 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 Exhibitor parking lot
- All Exhibitor vehicles must be off the UA Mall at exactly 9 a.m. on Saturday and Sunday.  
**Exhibitors arriving at 8:45 am will be not allowed to drive on the UA Mall.**
- Exhibitors will not be allowed to drive onto the Mall Saturday evening to retrieve or restock items. Anything removed from booths on Saturday evening will need to be carried by the exhibitor to their parked vehicle or arranged pickup.
- **Gates will be open for vehicle traffic on Sunday from 7:00 am – 9:00 am for restocking.** Please have your parking pass displayed in your car.
- 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 10th, beginning at 5:30 p.m.
- **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.
- All items brought by the Exhibitor must be removed.
- Place all bagged trash at the front of your booth before leaving. Cardboard boxes should 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.

# 2024 TUCSON FESTIVAL OF BOOKS - GENERAL INFORMATION

## Event Location and Information

Location: University of Arizona campus

Dates and Times: March 9-10, 2024, 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 is prohibited.
- The University of Arizona is a weapon-free campus.
- 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 public parking on and around the University of Arizona campus during the Festival.
- The 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 will be a food court on the Mall at the Tucson Festival of Books. 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 2024 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, 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 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 2024 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 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.