

ReadAlaska 2016

Alaska's Biggest Book Fair, Since 1993

THANKSGIVING WEEKEND, FRI & SAT 10-6, SUN 12-5

Dear Alaska Publisher,

This is our 24th year organizing our annual publishers' holiday book fair, ReadAlaska, as part of Crafts Weekend at the Anchorage Museum.

IF YOU HAD A TABLE AT THE FAIR LAST YEAR or have had a booth in a prior year: We must **RECEIVE** your registration/application by Monday **September 19** to guarantee space. Beginning September 20, space will be allocated to new applicants. We always have excess demand for space so do not miss this deadline. This is your only reminder! If you have a special situation in this regard, TELEPHONE us to make alternate arrangements to hold your space. If you had a booth last year and will NOT be signing up this year, please give us a courtesy call to let us know not to expect your application. Also, we will not be having individual publisher ads... there will be a generic ReadAlaska brochure distributed instead that will get people directed upstairs.

NEW APPLICANTS: If you have not had a booth at the fair before, send in your application and entry fee ASAP. The postmark of your reply will be a major factor in allocating any space available for new publishers. Prior participants get priority over new participants. We will notify you by September 30 whether or not your application is accepted. New participants with only one or two titles should apply for a half table so we can accommodate as many people as possible. Entry fees will be returned if you are not accepted.

Everyone, please read THE FINE PRINT for the terms and conditions and fill in the application carefully. Be sure to include your fax number or email on the application so we can verify it with our records. We must avoid US Mail to get you information in a timely manner.

We will provide a free link for one year to your website from the official home page of www.readalaska.org. **Everyone is encouraged to incorporate this link into your social media outreach and advertising so as to help increase attendance.**

We will send you additional detailed information about parking, set up, take down, etc. in November, about 7-10 days before the show, via email. You will receive a hard copy receipt for tax purposes at the fair.

QUESTIONS? Please call us at 337-1234. DO NOT call the museum shop as they are very busy organizing the craft vendors and will only refer you to us! We will be traveling beginning Sept. 14 so call immediately if you have questions.

Be sure to mark your envelope "ReadAlaska" in the lower left corner when applying.

Edward Bovy & Alissa Crandall
Greatland Graphics
P O Box 141414, Anchorage, AK 99514
info@alaskacalendars.com

ReadAlaska: THE FINE PRINT

(READ ALL CAREFULLY BEFORE APPLYING)

Fees: \$50 full table, \$35 half (shared) table. Multiple tables may be requested for publishers with large inventories, BUT are subject to space available.

NOTE: Fees are used for advertising, flyers and signage, are nonrefundable (unless you are not accepted to the show), and are due with your application.

In addition, the museum assesses a 20 PERCENT FEE on your GROSS sales, payable by Friday following the event. This money helps recover other expenses associated with the event and is an important part of the shop's fundraising efforts to benefit museum programs.

You must have a representative at your table at all times but museum volunteers can spell you briefly for food and bathroom breaks. Due to high demand for tables, if you do not wish to be at the event all 3 days, mark your availability on your entry form. There is no discount for partial attendance but we may be able to accommodate another publisher on the day you are not present.

Tables will be skirted but you must bring a table top covering. No bare table tops! Also, bring appropriate Christmas decorations and display racks.

This is a high quality, upscale event— a professional product display AND ATTIRE is required (and will increase your sales). Holiday clothing encouraged. ABSOLUTELY NO BLUE JEANS, TENNIS SHOES ETC. This requirement applies to guest authors as well as publishers. Your cooperation is essential in creating a show that is different from other crafts events around town.

Table space is limited. Spaces will be allocated as follows: previous years participants will have space held for them through Sept. 19, after which spaces will be allocated to participants by date of application. Booth spaces will be assigned by the coordinators to provide a balanced presentation to the event. Buyers tour the entire balcony and see all tables no matter where you are placed.

Supplemental table lighting is desirable. You will have access to electricity in the middle of each side, but **you should bring your own 25-foot extension cord to reach your table from this outlet.**

ReadAlaska is intended for Alaska based authors, publishers and artists to showcase their work.

ReadAlaska is promoted as an Alaska publishers' book fair. "Publications" acceptable for sale include books, calendars, notecards, puzzles, bookmarks, prints and posters, as well as electronic media such as CD's, DVD's, and tape recordings. Items which complement eligible publications such as artwork, crafts and photography are encouraged but must be approved in advance by the event coordinators and will be evaluated on a case by case basis. If you have any questions about this, call us well in advance.

We reserve the right to drop publishers from future shows if they violate these provisions.

ReadAlaska 2016

24th ANNUAL ALASKA PUBLISHERS' BOOK FAIR

Anchorage Museum of History and Art

Friday Nov. 26, 10 am to 6 pm, Saturday Nov. 27, 10 am to 6 pm, Sunday Nov. 28, noon to 5 pm

(PLEASE PRINT ALL INFORMATION)

Publisher: _____

___ Returnee

Contact: _____

___ New (first)

Address:

Phones: _____ (day) _____ (night)

Fax: _____ Email: _____

Total number of book titles you plan to display: _____ (very important)

List your 3 most popular titles w/author:

List any complementary (non-book) items you would like to sell (see The Fine Print):

I will have the following authors at my booth:

_____ Please link from ReadAlaska.org to my website: _____

_____ I can help distribute brochures around town or post on bulletin boards

_____ I/we will be at the show on the following days (circle): ALL or just: Fri Sat Sun

Application fee: ___ \$50 full table, ___ \$35 half table.

Total enclosed: _____ Make checks payable to Greatland Graphics.

Send your completed application and registration fee to:

Greatland Graphics, PO Box 141414, Anchorage, Alaska 99514

(NOTE: Print ReadAlaska in the lower left corner of the envelope!)

For further information contact: Alissa Crandall or Edward Bovy, 337-1234. Please do not call the museum.

I have read and understand The Fine Print and agree to all terms and conditions.

signature / date