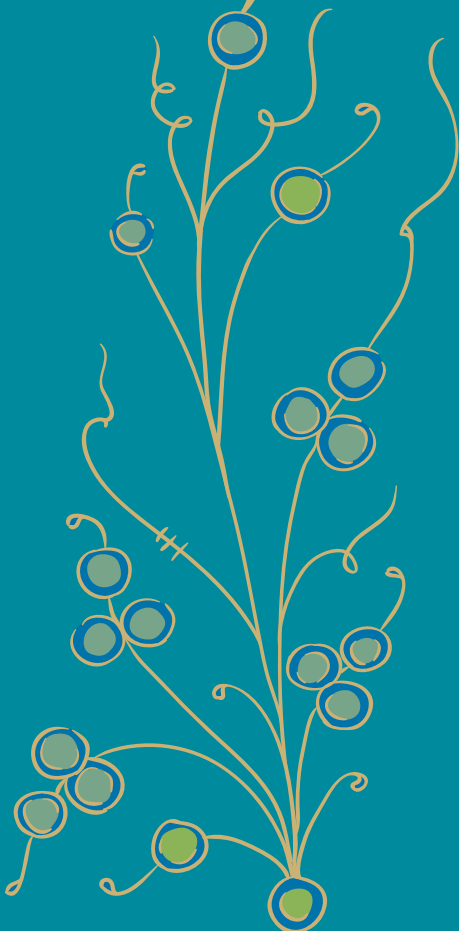




festival of faith & writing

EXHIBITOR PROSPECTUS



Festival 2010 will be held at Calvin College
(Grand Rapids, Michigan) on April 15-17, 2010.

Featured speakers include:

LEILA ABOULELA ✪ AVI
DEBBIE BLUE ✪ STEPHEN CARTER
KATE DICAMILLO ✪ PARA HORN
FANNY HOWE ✪ JOSHILYN JACKSON
STEPHANIE KALLOS ✪ MARY KARR
WALLY LAMB ✪ SALLY LLOYD-JONES
PETER MANSEAU ✪ SARA MILES
BARBARA NICOLosi ✪ PARKER PALMER
MICHAEL PERRY ✪ EUGENE PETERSON
RICHARD RODRIGUEZ ✪ MATT RUFF
LISA SAMSON ✪ LUCI SHAW
BRADY UDALL ✪ JOHN EDGAR WIDEMAN
RUDY WIEBE ✪ CHRISTIAN WIMAN
GENE LUEN YANG ✪ KEVIN YOUNG
AND MANY OTHERS ✪

Calvin College's biennial Festival of Faith and Writing (calvin.edu/festival) brings together a community of nearly 2,000 people for three days of discussion about writing that grapples with issues of faith. It is a unique event that welcomes an array of people—novelists, publishers, musicians, academics, poets, playwrights, editors, screenwriters, agents, journalists, preachers, teachers, students, and readers of all kinds—anyone keenly interested in the intersection of faith and writing.

Festival also welcomes exhibitors of all kinds to sell or display their products in our exhibition hall. With nearly 2,000 avid readers attending the Festival, exhibitors are able to connect with new customers and showcase their organization's products in a vibrant, energetic setting.

APRIL 15-17 ■ 2010
CALVIN.EDU/FESTIVAL





EXHIBITOR INFORMATION

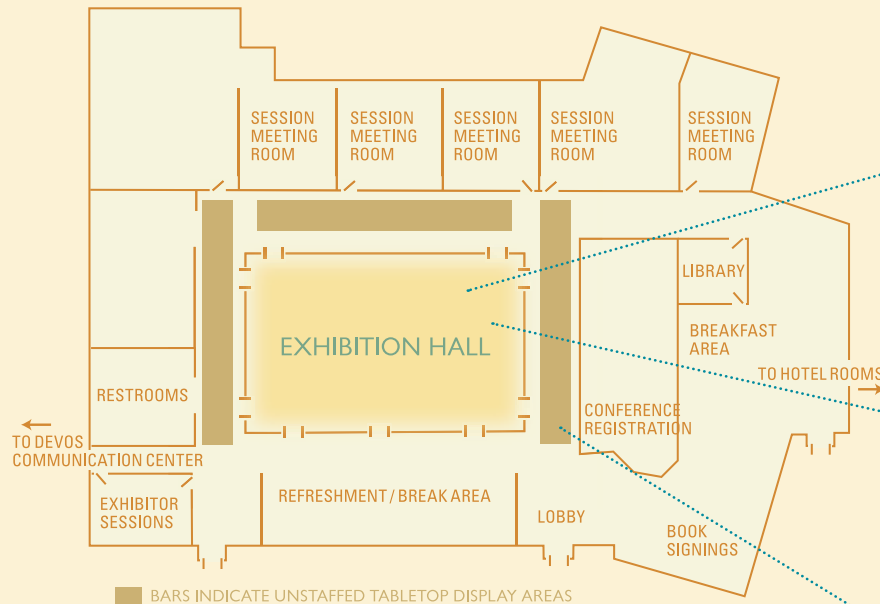
Venue

The college's Prince Conference Center—which serves as Festival 2010 headquarters—is also the site of the exhibition hall. Because of its proximity to the registration desk and session rooms, the exhibition hall sees a steady flow of conferees throughout the three days of Festival 2010.

MAP OF THE PRINCE CONFERENCE CENTER

1800 East Beltline SE, Grand Rapids, MI 49546

For more information on the Prince Conference Center, visit www.calvin.edu/prince.



Display Options

The Festival offers three types of display space to exhibitors. Note that electric hook-ups—available within the exhibition hall for a small additional fee—are somewhat limited and will be granted on a first-come, first-served basis. Wireless internet access is available throughout the exhibition hall at no charge.

To reserve display space at Festival 2010, please complete the application form. (See final page for application procedures and deadlines.)

OPTION A: BOOTH INSIDE EXHIBITION HALL

A booth space measuring 10' x 10' includes dividers of pipe and drape construction and one 6' table with skirting and one chair for your staff. Electricity hook-up is available for a small fee. *Fee (per 10' x 10' space): \$400*

OPTION B: TABLE INSIDE EXHIBITION HALL

A table-top display includes one 6' table with skirting and one chair for your staff. Electricity hook-up is available for a small fee. *Fee (per 6' table): \$300*

OPTION C: UNSTAFFED TABLE OUTSIDE EXHIBITION HALL

An unstaffed table-top display—intended primarily for the display of catalogues, flyers, giveaways, and samples—includes one 6' table with skirting and is available in the high-traffic hallways circling the exhibition hall. *Fee (per 6' table): \$150*

Schedule

Over the course of Festival 2010, the exhibition hall will be open for selling and display for a total of 27 hours.

■ SET-UP

- Wednesday, April 14, 2010 • 3:30 p.m.–9:00 p.m.
Note: Booths must be ready for operation by 9:00 a.m. on Thursday, April 15, 2010.

■ EXHIBITS OPEN

- Thursday, April 15, 2010 • 9:00 a.m.–6:00 p.m.
- Friday, April 16, 2010 • 9:00 a.m.–6:00 p.m.
- Saturday, April 17, 2010 • 9:00 a.m.–6:00 p.m.

■ DISMANTLE

- Saturday, April 17, 2010 • 6:00 p.m.–9:00 p.m.
- Sunday, April 18, 2010 • 8:00 a.m.–1:00 p.m.

OTHER FESTIVAL 2010 PROMOTIONAL OPPORTUNITIES

Plenty of additional promotional opportunities are available to your organization, whether or not it is exhibiting at Festival 2010. Complete the application form to indicate your interest in these additional opportunities.

Program Advertising

To help showcase your organization and its products, the Festival offers advertising space in its printed conference program, which is given to all Festival attendees and speakers. Advertising rates and instructions for submitting materials are listed on the application form.

All requests for advertising space in the Festival program should be submitted by November 30, 2009; however, program ad space is limited and will be allocated on a first-come, first-served basis. Digital ad materials are due by January 25, 2010.

Book Signings

During the conference, several Festival-sponsored book signings take place in the lobby of the Prince Conference Center, steps away from the exhibition hall. The Festival hosts at least one signing for each author. Organizations that wish to hold additional signings—or signings for their authors who are not on the Festival roster—are free to do so at any time; signings can be publicized in the daily Festival News announcements sent to all attendees.

Presentations

Many Festival attendees are aspiring writers who have practical questions about the publishing business—and about the guidelines and mission of specific organizations. To help introduce your organization to these individuals, the Festival provides thirty-minute presentation slots throughout the three days of the conference. Please indicate on the attached form whether your organization would be interested in reserving a thirty-minute presentation slot during Festival 2010.

Sponsorships

We are always eager to collaborate with publishers and other organizations to help our attendees discover new writers. If your organization is interested in increasing its visibility at Festival 2010 by sponsoring a reception, keynote speaker, or panel, please note this in the space provided on the enclosed form, and we will contact you. All sponsorship requests are contingent upon scheduling and programmatic availability.

Lunch Forums

Exhibitors may want to consider connecting with attendees by leading a lunch forum at the Festival. Forums are intended to be small, informal discussion-oriented sessions centered on a topic of interest to attendees (e.g., blogging, journalism, marketing, book clubs), led by an author and/or expert(s) in the field.

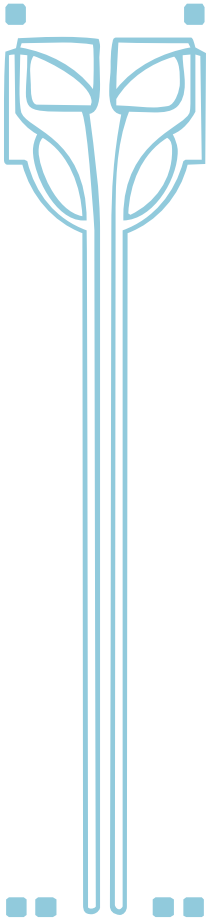
Author Readings

Exhibitors are encouraged to showcase the work of their organizations by hosting readings by one (or more) of their authors. Readings can be scheduled at various times during the Festival (including lunch and dinner breaks). Requests for specific time slots will be reviewed on a first-come, first-served basis, and all requests are contingent upon scheduling availability.



EXHIBITOR BENEFITS

- ✦ CONNECTING WITH ESTABLISHED READERS AND ASPIRING WRITERS
- ✦ INTRODUCING YOUR ORGANIZATION TO NEW READERS
- ✦ INCREASING SALES
- ✦ NETWORKING WITH PROFESSIONALS IN THE PUBLISHING INDUSTRY



APPLICATION PROCEDURES AND ASSIGNMENTS

- Applications, with the appropriate fee, should be received by November 30, 2009.
- Exhibition hall assignments will be based on the following:
 - 1) the amount of space being requested by the exhibiting company
 - 2) the timeliness of the application
 - 3) complete payment of fees

Applications received after November 30, 2009, will be filled on a first-come, first-served basis. Applications received after December 16, 2009, are not guaranteed a listing in the Festival program.

Full payment must accompany application. Applications received without payment will be processed only after payment has been received.

Reservations cannot be accepted by phone or fax.

Non-payment of display fees after January 15, 2010, may be interpreted to mean that the exhibiting company no longer wishes to reserve space. The Festival reserves the right to resell this space to another organization.



Cancellation Policy

If it is necessary to cancel your organization's reservation for display space, cancellation must be made in writing prior to February 1, 2010, for a full refund. Unless previous arrangements are made, failure to occupy booths by 9:00 p.m. on Wednesday, April 14, 2010, may result in fees being forfeited without refund to the exhibitor, and the space resold or used by the Festival.



CONTACT INFORMATION

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www.calvin.edu/festival



IMPORTANT DATES

☑ NOVEMBER 30, 2009

Deadline for reserving display space ↩

Deadline for reserving program advertising space ↩

☑ JANUARY 25, 2010

Deadline for submitting program advertisement materials ↩

☑ FEBRUARY 1, 2010

Deadline for receiving a full refund of fees for display space ↩

Cancellations must be made in writing prior to this date ↩

☑ FEBRUARY 15, 2010

Mailing date for exhibitor information packets ↩

☑ MARCH 15, 2010

Deadline for submitting information for exhibitor badges ↩