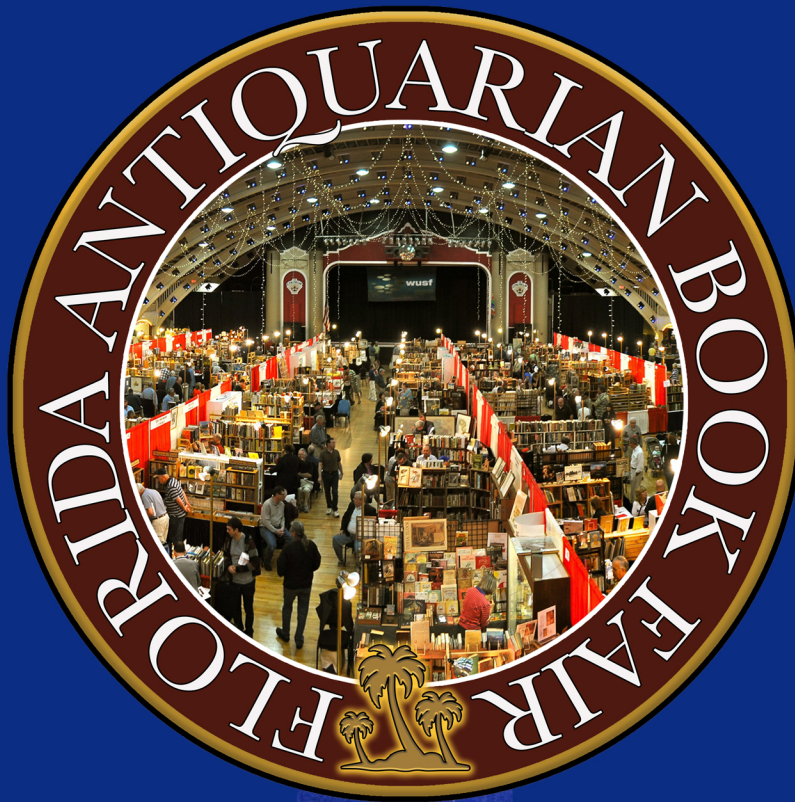


**OFFICIAL DEALER PACKET**



*SET UP: February 29 only*

**March 1-2, 2025**

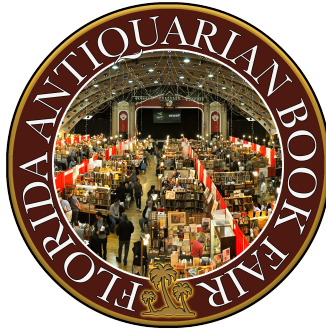
**The Coliseum • St. Petersburg**



**Celebrating the Great American Novel**



**James Fenimore Cooper • Nathaniel Hawthorne  
Herman Melville • Harriet Beecher Stowe  
Louisa May Alcott • Mark Twain  
Stephen Crane • Frank Norris  
F. Scott Fitzgerald  
and that's not all!**



## 42nd annual Florida Antiquarian Book Fair • March 1-2, 2025

Dear Exhibitor,

We're very pleased that you'll join us for the 42nd annual FABA Florida Antiquarian Book Fair!

Enclosed are some important forms and information about the Book Fair. Please read over this information and return the forms as soon as possible. We look forward to seeing you in March!

### Your Program Listing

Visit: <https://www.floridaantiquarianbookfair.com/exhibitors> to view your listing. Please let us know if there are any corrections that should be made.

### Application/Registration Form

It is very important that you fill in both sides of your Booth Application or Alcove Application as soon as possible! No changes may be made in **program listings, table numbers or name badges** after **February 1, 2025**. Please ensure that you've signed the form in the appropriate place. Please make an extra copy of this form for your personal records.

### Advertising Materials

Please return the enclosed form requesting advertising materials as soon as possible..

### Extra Booth Space Fee

In some areas of The Coliseum, it is possible to extend the exhibit area beyond the booth or alcove size (please ask if yours is a qualifying location). In those cases, the exhibitor may do so at a fee of \$10 per square foot, a fee created both to offset increases in basic costs and to ensure that each dealer is paying an equal rate for the space he or she uses.

While you're thinking about it, and before you lose it, please mail the two-sided Application Form & special information sheet **IMMEDIATELY!**

**It's very helpful for us to have this information early. If necessary, you can make changes before February 1, 2025. A \$50 late charge will be added if all fees are not paid by February 1, 2025`.**

Sincerely,  
Sarah C. Smith, *Book Fair Manager*

### If you have questions

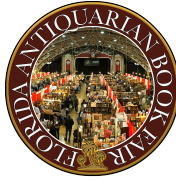
Please contact  
**Sarah Smith**

*Book Fair Manager*  
**(727) 234-7759**

Please mail all forms,  
payments and correspondence  
to:

Florida Antiquarian Book Fair  
c/o Lighthouse Books, ABAA  
14046 Fifth Street  
Dade City, FL 33525





42nd annual Florida Antiquarian Book Fair • March 1-2, 2025

Booth Application Form

Business/Company Name \_\_\_\_\_ Exhibitor Name \_\_\_\_\_
Street Address \_\_\_\_\_
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_
Email \_\_\_\_\_ Website \_\_\_\_\_
Specialty as you'd like it listed \_\_\_\_\_

The undersigned hereby applies for exhibition privilege and space at the 42nd annual Florida Antiquarian Book Fair, The Coliseum, 525 Fourth Avenue North, St. Petersburg, March 1-2, 2025.

A deposit of \$100 for a Booth has been forwarded or is enclosed with this application. Any remaining balance due is payable no later than February 1, 2025. A \$50 late fee will be added after this date. It is agreed that in the event that I fail to meet payment when due, I shall automatically forfeit any and all privileges and claims, including the forfeit of any payment previously made.

This application request constitutes an offer to be an exhibitor and rent space at the Florida Antiquarian Book Fair in St. Petersburg, Florida, during the ensuing year. It does not become a binding contract unless and until it is accepted by the Florida Antiquarian Booksellers Association.

The Exhibitor may not sublet the booth, or assign this application without the approval of Management. If the booth is to be shared, a Sharing Fee is required. (See Paragraph 3, Rules Governing Show). The Exhibitor agrees that his booth will contain merchandise that is suitable for display and sale at antiquarian book fairs, and if, in the opinion of Management, said merchandise does not comply, Management reserves the right to order it removed from display and sale. All displayed material must be priced.

Booth rental includes: One (1) at least 80-square-foot curtained space (8 feet x10 feet), two (2) light fixtures, two (2) covered 8 feet x 2 feet tables, two (2) chairs, identification sign and badges, bags and seals. The cost of the booth, including the above, is \$500. Each booth may also rent a third covered table (6 feet x 2 feet) for \$35 for the run of the Book Fair.

I, the undersigned, have read the above and the Rules Governing Show and agree to these terms:
(Trade name) \_\_\_\_\_ (Signed) \_\_\_\_\_ (Date) \_\_\_\_\_
Florida Sales Tax No. \_\_\_\_\_ | Out-of-State Dealer: SSN or Federal ID No. \_\_\_\_\_
BOOTH FEE
\$500 (\$300 if sharing booth) = \_\_\_\_\_
Third Covered 6-foot table @ \$35 = \_\_\_\_\_
Program Advertisement (see form) = \_\_\_\_\_
Typesetting for Ad, if necessary, @ \$25 = \_\_\_\_\_
Special 3-day Tickets @ \$5 each = \_\_\_\_\_
Extra Space @ \$10 per foot. (See Rules & Regulations) = \_\_\_\_\_
If balance paid after 02/01/2023, add a \$50 Late Fee = \_\_\_\_\_
TOTAL BALANCE = \_\_\_\_\_
Amount Previous Paid = \_\_\_\_\_
I am enclosing a check (payable to FABF) for = \_\_\_\_\_
TOTAL PAYMENTS = \_\_\_\_\_
BALANCE (DUE NO LATER THAN February 1, 2025 ) = \_\_\_\_\_
Advertise your business in the digital program. See information sheet available separately.
Please sign and mail this form and accompanying check to:
Florida Antiquarian Book Fair
% Lighthouse Books, ABAA
14046 Fifth Street
Dade City, Florida 33525

PLEASE COMPLETE PAGE TWO OF THIS FORM



**42nd annual Florida Antiquarian Book Fair • March 1-2, 2025**

## **BOOK FAIR PROGRAM LISTING**

We list business information for exhibiting dealers in a program that is available to all patrons. The listing is also published on our Book Fair website.

Please! Check your listing on our website • Contact us if there are changes.

<https://www.floridaantiquarianbookfair.com/exhibitors>

## **NAME BADGES FOR YOU AND YOUR ASSOCIATES**

Please list your name and the name(s) of all those who will accompany you.

For security purposes, name badges are required for all exhibiting dealers.

**THIS INFORMATION MUST BE GIVEN IN ADVANCE!**

BADGE NAME \_\_\_\_\_

BADGE NAME \_\_\_\_\_

BADGE NAME \_\_\_\_\_

## **TABLES FOR YOUR BOOTH**

Please indicate the number of tables you will need:

\_\_\_\_\_ 8-foot tables \_\_\_\_\_ 6-foot tables

All table requests must be turned in by February 1, 2025 to ensure availability.

## **3-DAY TICKETS TO MAIL TO YOUR BEST CUSTOMERS**

Please indicate the number of tickets you will need:

\_\_\_\_\_ Tickets @ \$5 per tickets = \$ \_\_\_\_\_

NOTE: Booth rentals come with two 8-foot tables. An additional 6-foot table is available for a fee of \$35. There is no fee for exchanging an 8-foot table for a 6-foot table.

All table requests must be turned in by February 1, 2025 to ensure availability.

**Please mail this form while you're thinking about it**

**and before you lose it.** You can make changes later:

- Program listing changes as late as February 1, 2025.
- Table changes as late as February 1, 2025.
- Name Badge changes as late as February 1, 2025.

**Do your part to promote the book fair**

**PLEASE SEE THE INFORMATION SHEET  
AVAILABLE SEPARATELY.**

### **MAIL THIS FORM TO**

Sarah Smith, Book Fair Manager  
Florida Antiquarian Book Fair  
% Lighthouse Books, ABAA  
14046 Fifth Street  
Dade City, Florida 33525

**PLEASE COMPLETE THE APPLICATION AND REGISTRATION FORM  
(PAGE ONE OF THIS DOCUMENT)**



42nd annual Florida Antiquarian Book Fair • March 1-2, 2025

Alcove Application Form

Business/Company Name \_\_\_\_\_ Exhibitor name \_\_\_\_\_
Street Address \_\_\_\_\_
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_
Specialty as you'd like it listed \_\_\_\_\_

The undersigned hereby applies for exhibition privilege and space at the 42nd annual Florida Antiquarian Book Fair, The Coliseum, 525 Fourth Avenue North, St. Petersburg, March 1-2, 2025.

A deposit of \$200 for an Alcove has been forwarded or is enclosed with this application. Any remaining balance due is payable no later than February 1, 2025. A \$50 late fee will be added after this date. It is agreed that in the event that I fail to meet payment when due, I shall automatically forfeit any and all privileges and claims, including the forfeit of any payment previously made.

This application request constitutes an offer to be an exhibitor and rent space at the Florida Antiquarian Book Fair in St. Petersburg, Florida, during the ensuing year. It does not become a binding contract unless and until it is accepted by the Florida Antiquarian Booksellers Association.

The Exhibitor may not sublet the alcove, or assign this application without the approval of Management. If the alcove is to be shared, a Sharing Fee is required. (See Paragraph 3, Rules Governing Show). The Exhibitor agrees that his booth will contain merchandise that is suitable for display and sale at antiquarian book fairs, and if, in the opinion of Management, said merchandise does not comply, Management reserves the right to order it removed from display and sale. All displayed material must be priced.

Alcove rental includes: One (1) at least 210-square-foot space (14 feet x 15 feet), any number of covered tables 6 feet and/or 8 feet and 2 deep, two (2) chairs, identification sign and badges, bags and seals. The cost of the alcove, including the above, is \$1000.

I, the undersigned, have read the above and the Rules Governing Show and agree to these terms:

(Trade name) \_\_\_\_\_ (Signed) \_\_\_\_\_ (Date) \_\_\_\_\_

Florida Sales Tax No. \_\_\_\_\_ | Out-of-State Dealer: SSN or Federal ID No. \_\_\_\_\_

ALCOVE

\$1000 (\$525 if sharing booth) = \_\_\_\_\_
Program Advertisement (see attached form) = \_\_\_\_\_
Typesetting for Ad, if necessary, @ \$25 = \_\_\_\_\_
Special 3-day Tickets @ \$5 each = \_\_\_\_\_
Extra Space @ \$10 per foot. (See Rules & Regulations) = \_\_\_\_\_
If balance paid after 02/01/25, add a \$50 Late Fee = \_\_\_\_\_
TOTAL BALANCE = \_\_\_\_\_
Amount Previous Paid = \_\_\_\_\_
I am enclosing a check (payable to FABF) for = \_\_\_\_\_
TOTAL PAYMENTS = \_\_\_\_\_
BALANCE (DUE NO LATER THAN February 1, 2025) = \_\_\_\_\_

Please sign and mail this form and accompanying check to:

Florida Antiquarian Book Fair
% Lighthouse Books, ABAA
14046 Fifth Street
Dade City, Florida 33525

FloridaBookFair@gmail.com
(727) 234-7759

PLEASE COMPLETE PAGE TWO OF THIS FORM



42nd annual Florida Antiquarian Book Fair • March 1-2, 2025

### BOOK FAIR PROGRAM LISTING

We list business information for exhibiting dealers in a published program that is available to all patrons. The listing is also published on our Book Fair website.

Please! Check your listing on our website • Contact us if there are changes.

<https://www.floridaantiquarianbookfair.com/exhibitors>

### NAME BADGES FOR YOU AND YOUR ASSOCIATES

Please list your name and the name(s) of all those who will accompany you.

For security purposes, name badges are required for all exhibiting dealers.

**THIS INFORMATION MUST BE GIVEN IN ADVANCE!**

BADGE NAME \_\_\_\_\_

BADGE NAME \_\_\_\_\_

BADGE NAME \_\_\_\_\_

### TABLES FOR YOUR ALCOVE

Please indicate the number of tables you will need:

\_\_\_\_\_ 8-foot tables \_\_\_\_\_ 6-foot tables

All table requests must be turned in by February 1, 2025 to ensure availability.

### 3-DAY TICKETS TO MAIL TO YOUR BEST CUSTOMERS

Please indicate the number of tickets you will need:

\_\_\_\_\_ Tickets @ \$5 per tickets = \$ \_\_\_\_\_

**Please mail this form while you're thinking about it and before you lose it.** You can make changes later:

- Program listing changes as late as February 1, 2025.
- Table changes as late as February 1, 2025.
- Name Badge changes as late as February 1, 2025.

**Do your part to promote the book fair**

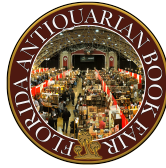
PLEASE SEE THE INFORMATION SHEET  
AVAILABLE SEPARATELY

#### MAIL THIS FORM TO

Sarah Smith, Book Fair Manager  
Florida Antiquarian Book Fair  
% Lighthouse Books, ABAA  
14046 Fifth Street  
Dade City, FL 33525

**PLEASE COMPLETE THE APPLICATION AND REGISTRATION FORM  
(PAGE ONE OF THIS DOCUMENT)**

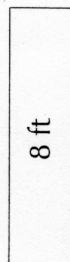
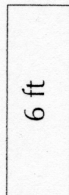
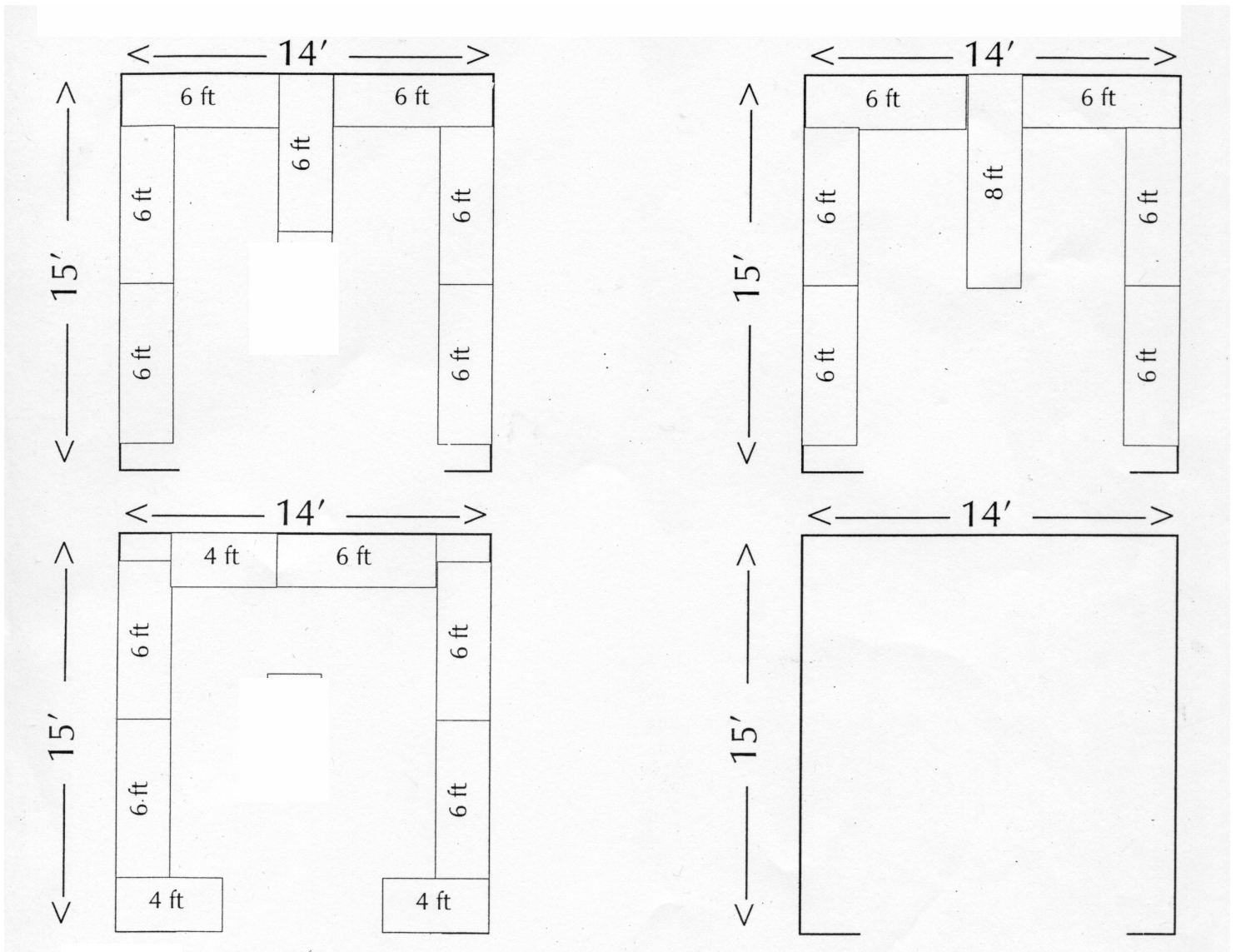




42nd annual Florida Antiquarian Book Fair • March 1-2, 2025

## Suggested Alcove Layout

Below are three suggested layouts for your Alcove, along with an empty scale drawing of an Alcove and scale tables. You can make copies of this sheet, cut out the scale tables, and experiment with your own layout ideas. We only need to know the total number of 6-foot and 8-foot tables you will need. Indicate the number of tables of each length on the bottom of your Registration Form/Contract.



Tables are available in 6-foot, and 8-foot lengths, and are 2 feet wide. The pipe and drape company no longer provides 4-foot tables. However, there are a limited number available from The Coliseum. **These are 3 feet wide and are NOT covered.**

To the left are scale drawings of the available pipe and drape company tables.

Please circle the layout you want or draw in your own in the blank alcove provided and return with your contract.

# Do your part to promote the book fair

Savvy booksellers avail themselves of the free advertising materials designed to promote the book fair.

You can order posters and bookmarks to distribute in your shop, at book fairs around the country, in your local library branches as well as coffee houses, local museums and historical societies, and more.

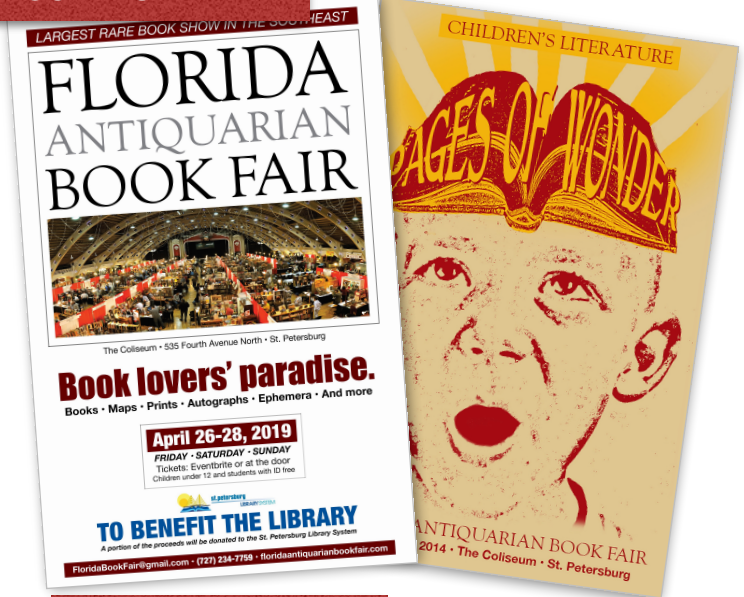
The bookmarks include a coupon on the back good for a one dollar discount off up to two tickets. We also have postcards available to mail out to your customer lists.

In addition, PDFs of each of these items are available, and can be added to websites, or sent in email blasts to your customer lists.

All of these are great ways to get the material into a far greater variety of places. Your participation helps spread awareness about the book fair among people who are already avid readers.

Please complete the form below or send me a quick email with the number of materials you'd like to receive. Select the types and fill in the number of each type you'd like sent to you:

## POSTERS



## POSTCARDS



## BOOKMARKS



## REQUEST ADVERTISING

- **COLOR POSTERS** (11x17 and 8.5 x 11) to display in your own and other local book stores, local coffee houses, antique malls, libraries, etc. | **Number** \_\_\_\_\_
- **POSTCARDS** (with \$2 discount coupon) to send out to your mailing list. | **Number** \_\_\_\_\_
- **BOOKMARKS** (with \$2 discount coupon) to make available in your shop, local coffee houses, antiques malls, book fairs, etc. | **Number** \_\_\_\_\_

**COMPANY NAME** \_\_\_\_\_

**PHONE NUMBER** \_\_\_\_\_ **EMAIL** \_\_\_\_\_



42nd annual Florida Antiquarian Book Fair • March 1-2, 2025

## Hometown News Release Profile

The more we know about you and your work, the more opportunities we will have to develop story ideas for newspapers, magazines, and broadcast media. Please take a few minutes to answer the following questions. Please feel free to add anything else you want us to know about you or your work. We send press releases to area newspapers and will gladly notify your own local paper of your participation in the next book fair.

**Exhibitor's Name:** \_\_\_\_\_

**Store/Company Name:** \_\_\_\_\_

**Contact phone/e-mail:** \_\_\_\_\_

**Website (if applicable):** \_\_\_\_\_

What town do you live in? What town do you work in?

\_\_\_\_\_

What are your specialties?

\_\_\_\_\_

\_\_\_\_\_

Please tell us about any special items that you will bring to the Book Fair.

\_\_\_\_\_

\_\_\_\_\_

Please name any community newspapers or other local publications (including free ones) that serve your home or office area.

\_\_\_\_\_

\_\_\_\_\_

How many Antiquarian Book Fairs have you been involved with?

---

---

Do you have any personal media contacts with whom we can follow-up?

---

---

Do you have any upcoming publicity that might provide an opportunity for a Fair tie-in?

---

---

Do you have any avocations/interests related to your work or professional affiliations?

---

---

Do you have any fascinating hobbies or interests unrelated to antiquarian books?

---

---

Do you have photographs of the items you will bring to the Fair? Will you provide photos if there is media interest?

---

---

**Please return this form to:**

Sarah Smith, Book Fair Manager

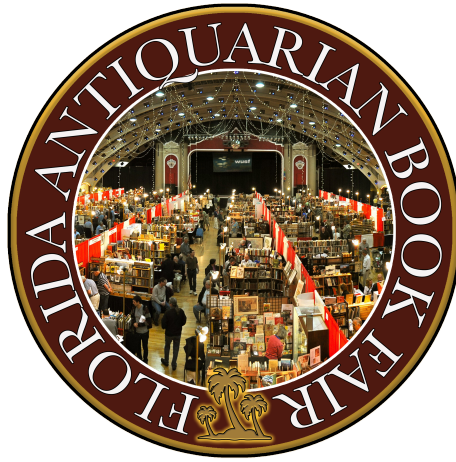
14046 Fifth Street

Dade City, Florida 33525

(727) 234-7759

Or return by e-mail to [floridabookfair@gmail.com](mailto:floridabookfair@gmail.com) Thanks!





**42nd annual Florida Antiquarian Book Fair • March 1-2, 2025**

## **Rules Governing the Show**

**\$100 DEPOSIT REQUIRED TO RESERVE BOOTH • \$200 DEPOSIT TO RESERVE ALCOVE**

**1. DEFINITION:** The Manager of the event, Florida Antiquarian Booksellers Association, Inc.

**2. LIABILITY LIMITATIONS:** The Exhibitor hereby expressly releases the Management, the City of St. Petersburg, The Coliseum, its agents, officers and representatives from any and all liabilities for damage, loss, injury, or other consequences to himself or employees while at the Event. Exhibitor agrees to indemnify Management, City of St. Petersburg, The Coliseum, and any part thereof, against any claims arising out of, or in any connection with, the use of the space or grounds in the Event, or to not hold Management, City of St. Petersburg or The Coliseum, liable for any fees other than those paid to Management in advance, should this Event be canceled.

**All liabilities are explicitly referred to in the Contract for Exhibitor Privilege and Space.**

Neither Management, the City of St. Petersburg, the Coliseum, or its agents, officers and representatives, shall be responsible for fire, theft, or other damage, whether caused negligently, willfully or otherwise, and they are expressly released from any and all liabilities for any loss, injury or damage to persons and property.

In case The Coliseum, or any part thereof shall be destroyed or damaged by fire, or other cause, or if by reason of government restriction, the use of said premises or the conducting of the show is prevented, either before, during or after the show, then the Exhibitor hereby waives claim for damages or compensation which might arise by reason thereof, except the return to the Exhibitor of proportionate payments made for the rental of the booth or space.

**3. ELIGIBILITY:** The Management reserves the right to determine eligibility of any Exhibitor or product to be exhibited at the Event.

**4. SUBLEASE:** Exhibitor shall neither assign, sublet, nor share this lease application, nor any part of same, without prior written approval of Management. If approved by Management, a \$50

sharing fee will be added to the gross rent. A partnership will be acceptable only upon presentation of legal identification of same (e.g., sales tax numbers, licenses, etc.). Each Exhibitor will be required to sign a formal application, and in the case of approved sharing, the sharing fee must be prepaid and submitted with the signed application.

**5.** In the event **EXHIBITOR FAILS TO FULFILL APPLICATION**, all reservations, applications, or application deposits and monies shall be retained by Management, as specified in the application.

**6. ALL FEES ARE TO BE PAID IN FULL BY February 1, 2025.** A \$50 late fee will be added to rent not received by **February 1, 2025**. Until such time as payment in full is received, Management retains the right to refuse admittance of exhibits or materials to the Event.

**7. MANAGEMENT RESERVES THE RIGHT TO REMOVE ANY EXHIBITOR** or representative who performs an act, which, in the opinion of Management, detracts from the dignity of the Event or is objectionable or unethical to the purpose of the Event.

**8.** If circumstances deem it advisable or necessary, **MANAGEMENT RESERVES THE RIGHT TO ALTER LOCATION OF EXHIBITORS** as indicated on the official floor plan.

**9. THERE WILL BE NO PACKING OR DISMANTLING BY EXHIBITOR PRIOR TO CLOSING OF THE EVENT.** Exhibitors violating official closing time will be the last to have use of porter service, and will be barred from future events.

**10. DAMAGE:** Exhibitor agrees to be liable for any damage to walls, tables, floors, woodwork, or to other fixtures on the premises, or to other exhibitors' property.

**11. EXHIBITOR ADMITTANCE:** No Exhibitor shall be permitted entrance to the event more than one hour prior to the scheduled opening each day, except opening day. No Exhibitor shall be allowed into the event after closing hours each night, except for the final night. Special arrangements must be made with the Management.

**12. EXHIBITOR PASSES:** Names of Exhibitors, representatives, or employees in attendance at the exhibits should be supplied Management at least 15 days prior to the Event, so passes can be prepared and distributed at setup. A dealer, who is not exhibiting, is allowed to help an exhibitor set up prior to the show. However, the dealer's name must be given to the Fair Manager prior to opening day. The non-exhibiting dealer is NOT PERMITTED to browse or purchase prior to the show opening to the public or during non-show hours.

**13. FOOD & BEVERAGES:** No distribution or selling of any food or beverage is allowed.

**14. EXHIBIT AREA:** No soliciting, distribution of samples, catalogues, etc., will be allowed outside of the Exhibitor's designated display area. This regulation will be strictly enforced by Management. Said display area is used for the sole purpose of showing and selling rare and collectible books, manuscripts, autographs, maps, prints, and paper ephemera.

**15. ATTENDANCE:** All admission policies will be under exclusive control of Management at all times.

**16. BOOTH SIZE:** All tables, chairs, cases, exhibitor goods or equipment must be maintained within the confines of the booth size specified on contract. Failure to remain within area confines allows

Management the right to eject Exhibitor from premises, and/or make this Agreement null and void, with no monies refunded Exhibitor. In some areas it is possible to extend the exhibit area beyond the booth or alcove size at the discretion of the Fair Management and the Fire Marshal. In those cases the exhibitor will pay an additional rental fee set by Fair Management.

**17. BOOTH APPEARANCE:** In order to maintain a professional and high quality Book Fair, exhibitors will keep an orderly and neat-appearing booth. Cardboard boxes may not be used to display books unless they are draped. Discount and sale signs (ie. 10% off) are discouraged because they distract from dealers who do not discount. If you feel you must have a section of discounted merchandise, the sign (1 only — no larger than 8 1/2" x 11") must be typeset or neatly printed.

**18. SHOULD EXHIBITOR DEEM IT NECESSARY TO CANCEL SAID CONTRACT,** Management must receive written notice at least sixty (60) days prior to the opening of the Event. If, in the opinion of Management, reason for cancellation is a valid one, all monies paid to date will be refunded. **No Monies will be refunded without sixty days notification.** If the Exhibitor should choose to "No Show," Exhibitor shall be liable for the balance of lease rental due. Balance to be paid within thirty (30) days from closing of Event.

**19. EXHIBITOR SHALL PLACE** within his booth or space his merchandise for sale, during the term of the Event. Management reserves the right to order withdrawn from display or sale, or both, any item or article which, in its opinion, is not suitable, and Exhibitor agrees to comply with such order promptly. **ALL MATERIALS MUST BE VISIBLY PRICED.**

**20. EXHIBITOR SHALL HAVE** his exhibit space ready for the show by 6 p.m. on set up day. All books and merchandise should be on display and all empty cartons must be out of sight.

**21. MANAGEMENT SHALL HAVE** the RIGHT TO MAKE SUCH RULES AND REGULATIONS FOR THE EVENT as it deems proper and may amend same at any time. Such rules and regulations and amendments thereto shall be conclusive on both parties.

#### **LOCATION AND DATE**

The 42nd annual Florida Antiquarian Book Fair will be held **March 1-2, 2025** at the St. Petersburg Coliseum, located in downtown St. Petersburg, Florida, at 535 Fourth Avenue North, 33701. Free parking is available on site. Regular show hours are Saturday, 10 a.m. to 5 p.m.; and Sunday, 11 a.m. to 4 p.m. **THIS YEAR ONLY, we will open for members of the Fellowship of American Bibliophilic Societies at 4 p.m. on Friday.**

The Book Fair is presented by the Florida Antiquarian Booksellers Association, and sponsored by WUSF Public Media (Local NPR and public television station), and the St. Petersburg Public Library, and other organizations.

#### **EXHIBITION ARRANGEMENTS**

Booths and alcoves are all located in the main room of The Coliseum, a large wooden-floored ballroom. Bookseller exhibition fees are \$450 per booth (8 feet x 10 feet), with a deposit of \$100 due with registration, or \$1000 per alcove (14 feet x 15 feet), with a deposit of \$200 due with registration.

Booth exhibitor fees cover rental of one [1] 80-square-foot (8 feet deep x 10 feet wide) curtained booth, with two [2] 8 feet x 2 feet draped tables, two [2] chairs, two [2] mounted floodlights, exhibitor sign, identification badges and bags with seals. Each exhibitor (per booth) may also rent a third covered table (6 feet x 2 feet) for an additional fee of \$35 for the run of the Book Fair.

Alcove exhibitor fees cover rental of one [1] 210-square-foot (15 feet wide x 14 feet deep) alcove, with any number of covered tables (6 feet and/or 8 feet), two [2] chairs, exhibitor sign, identification badges, and bags with seals. All table requests must be made before February 1, 2025.

Display cases are available for an additional fee. Arrangements and payment for display cases must be made directly with Atlantic Rentals (866) 736-8672 [atlanticshowcases.com](http://atlanticshowcases.com).

All fees and rents are to be completely paid on or before February 1, 2025.

Exhibitor unloading and setup will begin Friday, February 28, at noon, and must be completed by 6 p.m. Packing and move out will start Sunday after the Book Fair's close at 4 p.m., and must be completed before 9 p.m. Any dealer not finished by 9 p.m. must pay the additional rental fee for The Coliseum of \$200 per hour. Porter service, with dollies, will be available all day Friday and Sunday evening after closing. Porters should be tipped for their services, with a suggested fee of \$15 per load (dollies are 6 feet long).

Should you wish to share your booth or alcove space with another qualified exhibitor, a \$50 sharing fee (\$25 per dealer) will be added to the gross rent and the sharing exhibitor must turn in a separate, signed Booth Application. [Paragraph 4 of Rules Governing Show].

Coffee and bottled water will be made available, at the Information Booth, to dealers throughout fair hours. Jimmy Johns, a sandwich shop, will make deliveries to dealers throughout the fair. Deliveries will be made directly to dealers' booths, and payment will be handled directly from dealers to delivery personnel. Also, coffee, tea, soft drinks and both hot and cold sandwiches and other snacks will be for sale in The Coliseum Snack Bar.

#### **PUBLIC ADMISSION AND SECURITY**

Fees for General Admission to the entire three-day Book Fair are \$10 on Friday evening. Saturday and Sunday tickets are priced at \$6 for a single-day ticket or \$10 for a weekend pass. Admission is one dollar for children under 12 and for all students with a valid student ID. Exhibitors can request Special Three-Day Tickets to mail to their best customers. (See order form on the back of Application). A portion of each ticket sale benefits the St. Petersburg Public Library. FABAs members are allowed free admission to the fair and have the option of requesting an additional two free tickets to the show.

Around-the-clock security is provided by contracted guards. Large bags or briefcases are inspected and marked before being allowed in the exhibition area. All sales are to be bagged and sealed, and will be checked at the exit. Exhibitors will be provided with identification badges, which must be worn throughout set-up and for the duration of the Book Fair. Dealers who are not paying to exhibit will not be allowed to browse or purchase prior to the Fair's opening to the public. Exhibitors will not be allowed into the exhibition area until one hour before public opening on Saturday and Sunday.

#### **BOOK FAIR PROGRAM**

A Fair Program listing all exhibitors, along with their specialties and exhibition hall location, is made available to patrons for the duration of the fair. Dealers (exhibiting and non-exhibiting) may purchase advertisements for the program in three different sizes. (See Ad Application for sizes and rates.)

#### **ADVERTISING**

The Book Fair has its own BLOG and active identities on Facebook, YouTube, Twitter, Pinterest, Google+, and Instagram? The blog is updated regularly and is ideal for highlighting dealers and their inventory, in addition to bringing attention to otherwise overlooked details of the show: [FloridaBookFair.blogspot.com](http://FloridaBookFair.blogspot.com). A great way to generate interest in both is for you, our dealers, to get involved!



### **GET SOME EXTRA ATTENTION FOR YOUR BUSINESS ON OUR BLOG**

If you're bringing any item(s) to the fair that you'd like highlighted, please e-mail a photograph and detailed description or, if you're able, a brief video clip. We'd like to create a large number of such articles, as it is a great way to create a "feel" for the fair, especially for those who've never before visited! The Fair offers goodies in a wide variety of interest fields and printed mediums, and we'd like this to be reflected in our advertising.

### **EXPAND YOUR FACEBOOK NETWORK**

Are you linked into the Facebook network? Please visit and LIKE the book fair event page, which features links to the blog and our main web page. Additionally, you can FRIEND "Florida Antiquarian Book Fair." You'll find that the Facebook pages are updated several times a week with interesting highlights from the Fair – we encourage you to check it out and to LIKE and share links and articles.

### **WATCH AND RECOMMEND RARE BOOK CAFE**

The Book Fair sponsors a streaming video program on Facebook, YouTube and Instagram that is devoted entirely to rare and collectible books, maps, prints, photographs, and ephemera. It keeps the Book Fair in front of book lovers year round. Watch it and recommend it to customers. It's an excellent way to help keep the Book Fair top of mind all year long.

### **SUBSCRIBE AND SUPPORT BOOK LOVERS' PARADISE MAGAZINE**

A new undertaking in 2024 is the creation of a quarterly magazine devoted to helping people learn more about the subjects that are all part of the Book Fair. This magazine is free and will be available to readers all over the country and beyond. Some exhibitors have contributed articles sharing some of their knowledge with collectors who want to learn more. Inquire about how you can support this project by sending an email to [bookloversparadisemagazine@gmail.com](mailto:bookloversparadisemagazine@gmail.com).

### **CHECK OUT OUR WEBSITE**

Have you visited the Fair's website? We invite you to explore [floridaantiquarianbookfair.com](http://floridaantiquarianbookfair.com). Do you have a website of your own? We'd love to exchange links! Please consider including links on your webpage to the Book Fair's blog and website. Remember, the greater the momentum we're able to create with our web tools, the more patrons we'll be able to introduce to the fair's many charms.

### **PLEASE DO YOUR PART TO PROMOTE THE BOOK FAIR**

A very simple, effective means for dealers to help support the fair is to request some of our free advertising materials.

Please, order a few posters and discount coupons to distribute in your shop, at book fairs around the country, in your local library branch or coffee houses, local museum or historical society, etc. We also have postcards available to mail out to your customer lists. In addition, PDFs of each are available, and can be added to web sites, or sent in email blasts to your customer lists. This is a great way to get the materials into a far greater variety of places. **Please complete the form on the next page;** or, send me a quick email with the number of materials you'd like mailed to you.

# Select the types and fill in the number of each type you'd like sent to you

## **REQUEST ADVERTISING MATERIALS**

• **COLOR POSTERS** (11x17 and 8.5 x 11) to display in your own and other local book stores, local coffee house, antique malls, libraries, etc.

**Number** \_\_\_\_\_

• **POSTCARDS** (with \$2 discount coupon) to send out to your mailing list.

**Number** \_\_\_\_\_

• **BOOK MARKS** (with \$2 discount coupon) to make available in your shop, local coffee house, antiques malls, book fairs, etc.

**Number** \_\_\_\_\_

COMPANY NAME

\_\_\_\_\_