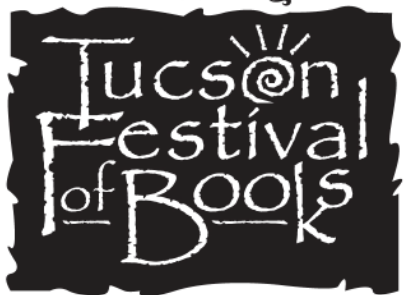


2010 Tucson Festival of Books EXHIBITOR HANDBOOK

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Arizona Daily Star



with The University of Arizona®

Presented by:



*A Celebration of Books, Authors,
Literacy and Reading*

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EVENT LOCATION AND INFORMATION

Location: University of Arizona campus

Dates: Saturday, March 13, 2010 9:30 a.m. to 5:30 p.m.
Sunday, March 14, 2010 9:30 a.m. to 5:30 p.m.

Admission: The Festival is free and open to the public

Website: <http://www.tucsonfestivalofbooks.org>

ACTIVITIES/VENUES

The Festival is held outdoors and indoors, depending on the activity.

INDOOR ACTIVITIES

Panel discussions
Individual author sessions
Poetry venue
Workshops

OUTDOOR STAGES and ACTIVITIES

Arizona Daily Star Stage
University Medical Center Venue
Create TV Culinary Stage
UA Mall Stage
Entertainment Stage
Bookman's
Diamond Children's Area
Food Court
UA Bookstore
Family Entertainment & Teen Areas
Signing Tents & Exhibitor Tents

VENUES

UA Bookstore
UA South Ballroom
Gallagher Theater-Student Union
Student Union Catalina & Tucson Room
Integrated Learning Center:
119, 120, 130, 137, 140, 141, 150, 151
Chemistry Building 111 & 134
Henry Koffler Building 204
Education Building Kiva, 331, 333, 349, 351, 35
Modern Language Building 311, 350
McDonalds Entertainment Stage
UA Mall Stage
Arizona Daily Star Stage
Nuestras Raices Stage
Ventana/Roche Science Stage and Zone
Create TV Culinary Stage
William & Mary Ross Foundation Storytelling
Stage

FESTIVAL WEB SITE

The Festival of Books website is <http://www.tucsonfestivalofbooks.org>. We encourage you to surf the site prior to the Festival. There is an enormous amount of information available regarding the authors, exhibitors, programs and special events. Thousands of people are involved with the Festival and you will gain a sense of the community's active involvement in the event.

If you are booking accommodations, please refer to the discounts available from hotel and motels listed on the website.

RAIN POLICY

The Festival of Books will be held rain or shine.

PARKING

Festival of Books exhibitor parking is East of Cherry Street on the UA Mall. You will receive your parking pass via US mail at the address you provided when registering approximately 10 days before the Festival.

We have arranged for one parking pass per 10'x10' exhibitor booth for each day of the Festival.

Please bring your parking pass with you on each day of the Festival to be admitted to campus parking.

EXHIBITOR RELATIONS

Volunteers will wear brightly colored Festival T-shirts. Volunteers will be available when you arrive in the morning to guide you with your set up.

Volunteers will assist you with your questions and monitor general exhibitor rules and regulations. They will rove your area and work to solve any problems in a timely manner.

If at any time during the Festival you need assistance, go to the nearest information booth in your area.

BOOTH BANNER

Each Exhibitor will be provided a booth banner for your booth signage that will already be affixed to your booth when you load-in. Banner is property of the Festival and must be left in place on the booth when you load-out Sunday evening.

EXHIBITOR LISTING

As an exhibitor, you are provided with one exhibitor listing. The descriptive information that you provided in your exhibitor contract will be posted on-line on the Festival website approximately one month prior to the Festival. This information will also be published in the AZ Daily Star newspaper's Festival of Books special section on the Sunday preceding the Festival.

Your contact information will enable Festival attendees to locate your Booth at the Festival as well as to separately contact you.

AUTHOR SIGNING LISTING

Exhibitors may arrange for authors to sign in their booth. Exhibitors have the opportunity to submit author signing information (names, dates and times) to be included in your exhibitor listing so that Festival attendees can locate their favorite authors at the Festival and accordingly visit your booth.

COSTUMED CHARACTERS

The Festival staff must approve appearances of costumed characters. Exhibitors considering inviting or arranging costumed characters to appear in their booth(s) must obtain this approval not later than one week prior to the Festival.

CROWD CONTROL AND AUXILIARY SIGNING AREAS

The Festival must maintain safe and unobstructed walkways throughout the venue. Any activity in or around booths that obstructs the public may be constrained or curtailed at the sole discretion of the Festival management. In addition, the Festival reserves the right to shut down or move an author signing taking place in an exhibit booth at its sole discretion.

CHILDREN'S AREA

The Children's Area encompasses the large area north of the UA Mall between the Modern Languages Building and the Psychology Building and South of the Education Building.

Many anchor activities like arts and crafts and story telling have been scheduled for the Children's Area. The Festival reserves the authority to assign booths in the Children's area in keeping with theme and exhibitor requests.

USE OF FESTIVAL OF BOOKS NAME, LOGO AND ART

To help you promote your participation at the Festival of Books we are pleased to provide the Festival logo jpg in vertical and horizontal format as illustrated on the cover of this Handbook. You are welcome to use the logo leading up to and during the Festival for promotional purposes. The Festival requires that you use the Festival logo in an unaltered fashion. You should not use the logo near or adjacent to the logo of a competing newspaper or book festival. If you would like to extend your usage of the logo after the Festival, please secure written permission from the Festival.

TYPES OF MATERIAL ACCEPTABLE FOR SALE

Exhibitors are permitted to primarily sell books and book related merchandise and other merchandise appropriate for our family oriented audience. The Tucson Festival of Books reserves the right to deem certain materials to be inappropriate for sale and/or display.

FESTIVAL OF BOOKS BOOKMARKS

The Festival has printed bookmarks to promote the Festival. The bookmarks will be available at the Festival.

DINING AND FOOD SERVICES

UA restaurants and concession stands will be open both days (Saturday and Sunday) during Festival hours. Major concession stands are located near the Student Union and the UA Bookstore. A Food Court will also be open and is located on UA Mall - Central near the Culinary stage.

LOST AND FOUND ITEMS

Items lost during the Festival should be turned into the Lost and Found Booth or the closest information booth in your zone. Items will be kept until the end of the day on Sunday.

LOST AND FOUND CHILDREN

A child who has become separated from his or her parent or guardian is a critical situation at the Festival due to the size and number of attendees. If a lost child is found at your booth, please ask that child to stay at your booth. Stay with the child and send *someone else* to report the situation to any of the following:

- The closest Festival Information Booth
- The First Aid Tent
- Any Security Volunteer
- Any Festival volunteer with walkie talkie's

The person you send will need to know your booth name and number, your booth location in the Festival and the child's name. A notification will be dispatched and a search for parents will ensue. **DO NOT** allow the child to leave your booth or protection, even if the parents return, until the proper authorities have arrived at your booth, verified identities, and cancelled the notification.

FIRST AID

Medical Emergencies:

The Tucson Festival of Books will have a compliment of onsite emergency medical personnel. If an emergency medical situation arises at or near your booth, you can contact the appropriate personnel through the following:

- A Festival exhibitor relations' representative
- The closest Festival information booth
- The First Aid Tent
- Any Security Volunteer
- Any Festival volunteer and staff with walkie-talkie's

You will need to give the dispatcher or other personnel your name, the injured person's exact location (booth name, booth number, location in the Festival), and what the medical condition is.

Minor Injuries:

The Festival has a First Aid Station located at the East and West end of the mall area. Please consult your Festival map for the exact location.

If the injury is non-life-threatening and the patient can safely walk, they should be directed to the First Aid Station for care and treatment. The First Aid Station can dispense items such as aspirin or other pain relievers, and administer first aid for cuts, scraps, exhaustion, etc.

All Emergency Medical Personnel for the Festival are dispatched from the First Aid Station, so if you cannot locate a medical technician, you may visit the First Aid Station for help.

BOOTH PACKAGE

Each standard booth package includes:

- One canopy (booth) - 10'x10' - 100' square feet of exhibit space with vinyl side and back walls
- One 6' table and two folding chairs per 100 square feet of booth space
- One ID booth banner – measurement will vary based on booth size and configuration
- One Exhibitor Listing on-line in the Festival of Books webpage and in the AZ Daily Star Festival insert published on Sunday before the Festival
- One parking pass per 100' square feet on the University of Arizona campus for each Festival day
- One loading zone placard per contract for access to assigned load-in zone at the Festival
- NOTE: The booth banner is property of the Festival and must be left in place at conclusion of Festival. Exhibitors will be charged for equipment provided by the Festival that is missing from their booth(s) at the end of the Festival.



Exhibitors may furnish their booths with their own tables, bookshelves, etc., as long as all items conform to the guidelines herein. Tables and other furniture can be placed anywhere in an exhibitor's booth as long as all furniture stays within the dimensions of the booth and setup does not pose a safety hazard.

ADDITIONAL TABLES AND CHAIRS

Exhibitors may order additional booth tables and chairs by contacting AZ Party Rental, phone 520-327-6678, not later than one week prior to the Festival.

Payment arrangements for these additional items are made directly between the exhibitor and AZ Party Rental.

OPTIONAL ELECTRICAL SERVICE

As part of their exhibitor contract, exhibitors had the option to order electrical service and extension cords at an additional cost. If you did not pre-order electrical service and extension cords and now wish to do so, please contact the Festival immediately regarding whether arrangements can be made and the additional cost to do so. Electrical service may be restricted to specific booth locations.

TELECOMMUNICATIONS

No phone lines will be provided for booths. Exhibitors are encouraged to bring cell phones for communication purposes.

INTERNET OR ISDN SERVICES

Wireless service exists in the majority of the UA Mall area, however there is no guarantee of connectivity. You are welcome to use any outside service.

SECURITY

The Festival will provide security throughout the Festival and overnight on Saturday evening. No other guards or exhibitor staff will be allowed on the Festival grounds overnight. Our security staff will roam the grounds but will **NOT** be stationed at one particular booth.

Exhibitors who leave materials in their booths do so at their own risk. If you are concerned about the safety of your merchandise, you are encouraged to remove your merchandise from the booth. Vehicle access to load-in areas is not allowed on Saturday evening. However, your vehicle will be parked in the adjacent Exhibitor parking area which is within easy walking distance of the Festival.

WHAT EXHIBITORS ARE EXPECTED TO BRING

As an exhibitor, your responsibilities include, but are not limited to bringing:

- Books and other-related merchandise
- Parking/loading zone placards
- Equipment to decorate the interior, other than what's provided in your standard booth package
- Table covers for your 6' table (recommend a fresh set for each day of the event)
- Plastic trash bags to dispose of your trash.
- Sufficient funds (cash and coins) and credit card forms to handle purchase payments.

WHAT EXHIBITORS ARE ADVISED TO BRING

- Boxes and sealing tape for moving, storing and shipping your merchandise.
- Pens, markers and other writing instruments you may need.
- Extra clothes to dress in layers (the morning can be chilly and then the day typically gets warmer).
- Food and water — there isn't always enough break time for exhibitors to get to the food areas and back!
- Sun block, sunglasses and hats if you think you might need them.
- Inexpensive plastic tarps, especially to cover merchandise and the openings to your booth overnight

EXHIBITOR LOAD-IN

Exhibitor Load-in is the time during which exhibitors can load-in and set up their books and materials and set up their booth. Load-in is scheduled during times when the Festival is closed; however, the public may arrive during Load-in. You must use extreme caution when driving and when moving materials on the Festival grounds.

Exhibitor load-in hours on Saturday, March 13 and Sunday March 14, 2010, correspond to the number series of your booth number. You will be assigned to one (of three) forty-five minute intervals for load-in. You will have the same load-in assignment for both mornings:

- 6:00 a.m. to 6:45 a.m.
- 6:45 a.m. to 7:30 a.m.
- 7:30 a.m. to 8:15 a.m.

Note – the Festival opens to the public at 9:30 AM and closes at 5:30 PM.

LOAD-IN ZONE PLACARDS

You will receive your parking/loading zone “placard” and map (along with your exhibitor parking pass) via US mail at your registration address approximately 10 days before the Festival.

The placard will indicate your assigned load-in zone Entry Point and load-in time to the Festival area. Please do not duplicate the placard or parking pass. as duplicates will not be accepted under any circumstances.

Please follow the map and instructions provided with your placard to locate your exhibitor vehicle Entry Point for load-in. Entry for loading zones will correspond to the number series of your booth number. Entry is either at the east end of the UA Mall off Cherry Avenue or from the west end of the mall from Park Avenue.

You may bring only one vehicle through the exhibitor vehicle entrance for load-in! You should select a vehicle with sufficient capacity to complete your load-In in one trip.

When you arrive at your exhibitor load-in Entry Point, a Festival traffic coordinator will greet you and then direct you to your designated loading zone nearest your booth.

Your placard must be clearly displayed on your dashboard while your vehicle is temporarily parked in your assigned load-in zone during your load-in time period. You have forty-five minutes to unload your vehicle and then proceed to the exhibitor parking area. As you can understand, the time limit will be strictly enforced.

Exhibitors unloading at a zone other than the one to which they have been assigned or leaving their vehicle in the load-in zone beyond their allowed time risk having their vehicle ticketed and/or towed.

MOVING EXHIBITOR MERCHANDISE

Due to UA facilities regulations, exhibitors cannot drive up to their booth. The exhibitor load-in system described above enables exhibitors to get to designated loading zones near their booth while remaining off the pedestrian walkways.

Exhibitors are responsible for moving merchandise from their cars (or trucks) at the assigned loading zone to their booth(s). There will be Festival volunteers on hand to provide general assistance with the move-in.

INVENTORY MANAGEMENT

Exhibitors are advised to have enough merchandise for the entire day at their booth. The loading zones used for load-in during the early morning are not accessible by vehicles once the Festival begins. However, your vehicle will be parked in the adjacent exhibitor parking area which is within easy walking distance of the Festival.

SATURDAY NIGHT

Before you leave your booth on Saturday night:

- Seal any trash in a trash bag and place the bag directly in front of your booth.
- Break down any boxes you may want to throw away.

There will be some ground moisture on Saturday night; please take the appropriate precautions to move merchandise from the floor of your booth. Please be aware that water may drip down from the top of the interior of the booth.

It is suggested that you put up some sort of tarp over the front of your booth or over your merchandise in order to protect it from the elements, and as a security precaution.

FESTIVAL DOES NOT PROVIDE OVERNIGHT STORAGE

Please be advised that there will be **no overnight storage service** provided by the Festival.

EXHIBITOR MOVE-OUT

Sunday, March 14, 2010

From approximately 5:45 p.m. – 11:00 p.m.

Festival Security will determine the actual time that a safe exhibitor move-out can begin. The approximate time for move-out is around 5:45 p.m.

MUST CLOSE AT 5:30 PM ON SUNDAY - NO EARLY BREAKDOWN

All exhibitors must remain in their booth intact and staffed, until the official closing of the Festival of Books on Sunday at 5:30 p.m.

ONLY ONE VEHICLE

You may bring only one vehicle through the Exhibitor Vehicle Entrance for MOVE-OUT! You should select a vehicle with sufficient capacity to complete your MOVE-OUT in one trip.

Exhibitors will be charged for equipment provided by the Festival that is missing from their booth(s) at the end of the Festival.

Here are some key things to remember when moving out on Sunday.

- Please remove **EVERYTHING** from your booth that you brought to the Festival.
- The Festival will remove booth banner, all tables, chairs, and other equipment provided from the booths after exhibitors depart.
- Place all bagged trash at the front of your booth for pickup at 5:30 p.m. on Sunday evening.
- Please break down any boxes you want to be thrown away.

Clean-up Fee: Exhibitors who fail to remove all merchandise and materials from their booth(s) will be charged a \$100 clean-up fee per 10x10 space.

LOADING ZONE ACCESS DURING MOVE-OUT

Vehicles will **not** be allowed access to a loading zone until authorization is given by a security volunteer to permit motor vehicle traffic in the restricted areas.

Exhibitors must have all materials boxed and moved to their loading zone before driving their vehicles to the loading area.

EXHIBITOR CONTRACT

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

LICENSES, TAXES AND PERMITS

Exhibitors shall obtain at their own cost and expense any necessary licenses and official permits necessary for the purpose of selling their merchandise or services at the *Tucson Festival of Books*. Festival Management may require copies of all applicable permits. Exhibitors who sell merchandise or services to attendees must provide the purchaser with a sales slip describing the articles sold. The individual exhibiting company must collect and remit to the proper municipal or state agencies all applicable local and/or state taxes.

A temporary resale permit may be obtained from:

Arizona Department of Revenue
<http://www.aztaxes.gov>

City of Tucson
<http://www.tucsonaz.gov>

BOOTH PLACEMENT

The Festival assigns booths at its sole discretion. The Festival does not guarantee that any exhibitor will be assigned a specifically requested booth.

The Festival of Books booth assignment process is extraordinarily complex. The complexity results from a strong effort to place booths in safe locations within a limited space while maintaining a high quality guest experience.

Festival management strives to make the booth assignment process fair and balanced. Several factors are considered in making each assignment. The primary factor used for booth placement is the date the Festival receives the signed contract and payment.

Festival staff reads the requests for booth placement written on the contract. In each case, an attempt is made to fulfill the request. Festival staff may contact exhibitors by telephone during the booth assignment period to ask for a clarification of their request.

BOOTH SIGNAGE

The Festival will provide and install one booth banner for each booth. Only official Festival booth signage can be displayed on the exterior of exhibitor booths. Exhibitors are prohibited from using their own signage anywhere other than in the interior of the booth. The official Festival-issued booth signage cannot be covered by an exhibitor's own signage of any kind. Any signage used in violation of these regulations will be removed. Signs are the property of the Festival and shall not be removed.

BOOTH AND DÉCOR COLORS

Each 10'x10' exhibitor booth measures 10' feet high (nominal), with vinyl side and backwalls. Exhibitors must not take down or change the location of any booth sidewalls.

General Festival exhibitor booths have white-wall interiors with white or striped canopy tops.

Exhibitors cannot bring their own booths or their own canopies.

- Display items must conform to the interior dimensions of the booth and must not be affixed to the wall, signage or roof of the booth.
- If exhibitors wish to hang something from the inside of the booth, the item must be hung from the rear horizontal metal frame tubing (approximately 8' from the ground). Weight of all items to be hung in a booth cannot exceed a total weight of 10 pounds. No signs may be hung on exterior side or exterior backwalls.
- No items can extend beyond the dimensions of the booth. Any items that do so will be removed.
- Exhibitors are not allowed to bring their own generators.

CARE OF BOOTH SPACE

Festival Management will ensure cleanliness of aisles and common areas, but each exhibitor is responsible for keeping their booth space clean and in good order. Exhibitors are solely responsible for safe operation of exhibits and equipment.

STAFFING REQUIREMENTS

Exhibitors must have their booths staffed continuously during the following hours:

Saturday, March 13 **9:30 a.m. - 5:30 p.m.**

Sunday, March 14 **9:30 a.m. - 5:30 p.m.**

All staff must be at least 16 years of age or older.

ALL ITEMS MUST STAY WITHIN YOUR BOOTH

All tables, chairs and display items must stay within your exhibit booth. No item of your booth can extend beyond the point at which your tent ends. If any of your materials are positioned outside of your booth you will be asked to move them in.

NO FLAMMABLE MATERIALS AND NO COMBUSTIBLE DECORATIONS

The UA Fire Department requires that all materials used in your booth for exhibit and decorative purposes are flame-retardant. No open flames, heaters, candles, incense burners or similar paraphernalia will be permitted in, or around, exhibitor booths.

No smoking is allowed in any exhibitor tent or canopied area.

SOUND LEVEL

No amplified sound in or around your booth is permitted. Festival Management reserves the right to determine at what point sound constitutes interference with other exhibitors.

DISTRIBUTION OF LITERATURE

Distribution of literature, samples, or any type of giveaway items must be done from within your booth space **only**.

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.

EXHIBITOR BOOTH TERMS & CONDITIONS

This application shall constitute a valid and binding contract. Applications are considered on a first-come, first-served basis, based upon receipt of this application. Booth assignments are made after receipt of payment. Placement/destination location of booth is not guaranteed. Tucson Festival of Books reserves the right, in its sole discretion, to refuse participation in the Event, or to limit the number of booths provided, to any applicant for any or no reason

Exhibitor may distribute printed advertising, samples and souvenirs and may perform music and display artwork from within Exhibitors' own booth only; provided that all distributed, performed or displayed materials ("Exhibitor Material") shall be subject to the approval of the Tucson Festival of Books, in its

sole discretion. In addition, Exhibitor shall be solely responsible for obtaining, and warrants to the Tucson Festival of Books 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.

The Exhibitor Contacts listed in this contract shall be authorized to make all decisions regarding exhibiting.

Exhibitors give the Tucson Festival of Books or its designee's permission to use their voice, image or likeness as it appears in any photographic or audio recording in any manner, in all media, in perpetuity.

Exhibitor shall indemnify, defend and hold harmless the Tucson Festival of Books 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's activities in connection with the Event, or any breach of representation, warranty or covenant in this contract.

The Tucson Festival of Books, 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 Exhibitor, its employees, representatives or agents, except to the extent arising out of the sole negligence of the Tucson Festival of Books or Event sponsors.

Exhibitor shall pay all sales or other taxes, fees and assessments required by any applicable federal, state or local law in connection with Exhibitor's participation in the Event. Exhibitor shall indemnify, defend and hold the Tucson Festival of Books harmless for any taxes (including fees and penalties, if any) required to be paid by the Tucson Festival of Books in connection with Exhibitor's activities under this contract. Exhibitor shall provide the Tucson Festival of Books with all requested documentation to evidence Exhibitor's compliance with tax laws and rules.

If for any reason the Event is cancelled or rescheduled, 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 canceled).

Under no circumstances shall the Tucson Festival of Books be liable for consequential, indirect, special or punitive damages of any kind in connection with its activities or omissions under this contract regardless of whether such damages were foreseeable.

Failure to adhere to any deadlines set forth in this agreement may result in forfeiture of related benefits.

Exhibitor may not assign this contract or trade, sell, share or otherwise transfer the advertising or exhibiting rights hereto.

Waiver of any term of this contract or failure of the Tucson Festival of Books to terminate this contract on account of any breach by Exhibitor shall not be deemed a waiver of the Tucson Festival of Books' rights to subsequently enforce any term or to terminate this contract by reason of any subsequent breach of Exhibitor.

This contract, together with any exhibits or attachments, constitutes the parties' entire agreement with respect to the subject matter hereof and supersedes all prior statements or agreements, both written and oral. Exhibitor agrees that no representations of any kind have been made to Exhibitor by the Tucson Festival of Books or by any of its agents and that no understanding has been made or agreement entered into other than as set forth herein.

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 the County of Pima, where the principal office of the Tucson Festival of Books 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 mediation will be subject to binding arbitration. Unless the parties agree upon a 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 the County of Pima. 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.

CANCELLATION POLICY

Upon written notice to Festival, there is a 50% cancellation penalty for cancellations up to and including January 13, 2010. No refunds given after January 13, 2010.

OFFICIAL FESTIVAL BOOK SALES AND SIGNINGS

Most Official Festival authors are available to sign their books at the Official Festival book sales and signing areas following their panel. There are five Official Festival Book sales and signing areas:

#1 - Madden Media Sales & Signing Area

UA Mall North side - south of Student Union

#2 Pepper Viner Homes Sales & Signing Area

UA Mall North side - south of Modern Language

#3 Bookman's Sales & Signing Area

Children's Area - south of Education Bldg

#4 Caliber Marketing Sales & Signing Area

UA Mall Integrated Learning Center (ILC) Lower level - enter from Children's area or UA Library

#5 Beach Fleischman Sales & Signing Area

UA Mall South side- north of Koffler Building

When each author panel ends, Festival volunteers will escort authors from their panel room to their designated Festival book signing area. There is a canopy designated for each author/panel to sign in.

Attendees then meet with the author for autographs. There is no charge for the autographs and most authors sign autographs for approximately one hour.