

Multicultural Literature Advocacy Group presents . . .

# Mobile Books By the Bay

2010 Annual Multicultural Literary Conference

## Author, Vendor & Sponsorship Package

### Event Date:

March 19-21, 2010

### Location:

Arthur R. Outlaw  
Mobile Convention Center  
One South Water Street  
Mobile, Alabama



### Exhibit Hall Hours:

Saturday, March 20, 2010

12:00 p.m.—6:00 p.m.

Sunday, March 21, 2010

12:00 p.m.—4:00 p.m.

The Multicultural Literature Advocacy Group (MLAG) is proud to present the 2010 Annual Books By the Bay Multicultural Literary Conference in beautiful Mobile, Alabama. The purpose of the conference is to improve the accessibility and acceptability of books written by and about people of color.

The conference attendees will include writers, agents, editors, publishers, booksellers, readers, and educators who share our commitment to literary excellence.

We look forward to having you join us.

## Conference Schedule:

### Friday, March 19, 2010

1:00 PM —5:00 PM—Multicultural Publishing Summit (Invitation Only)

6:00 PM—9:00 PM—Welcome Reception / Awards Banquet

### Saturday, March 20, 2010

8:00 AM—9:00 AM— Meet & Greet Breakfast

9:00 AM—12:00 PM—Writing Workshops (Various Topics)

11:30 AM—1:00 PM— Buffet Lunch

12:00 PM—6:00 PM—Vendor Booths Open

1:00 PM—Opening Remarks and Introduction of Keynote Speaker

1:30 PM—Keynote Address

2:00 PM—Award Recipients

3:00 PM—5:00 PM—Children's Books Celebration

3:00 PM—5:00 PM—Author Readings

### Sunday, March 21, 2010

10:00 AM—12:00 AM—Prayer Brunch

12:00 PM—4:00 PM—Vendor Booths Open

1:00 PM—Remarks and Introduction of Speaker

1:30 PM— 2:30 PM—Speaker

2:30 PM—3:45 PM—Poetry Slam

3:45 PM—Closing Remarks



Read, Sign, Sell Your Books!

*“Of the 5,000 children’s books published every year, no more than 5 percent are written by or about blacks, Asians, Latinos or Native Americans.” - Kathleen Horning, University of Wisconsin*



# Author Vending Table Information

## Deadlines

**Early Registration:**  
November 30, 2009

**Regular Registration:**  
January 31, 2010

**Late Registration:**  
February 28, 2010

## Pricing:

**One-half Table**  
(1/2 of 8 ft. table with sign, tablecloth and skirt, one chair, and shared wastebasket)

Early Registration: \$150

Regular Registration: \$175

Late Registration: \$200

## Registration Includes:

- 1 Vendor Badge
- 1 Ticket to Welcome Reception / Awards Banquet
- 1 Ticket to Meet & Greet Breakfast
- 1 Ticket to Saturday Lunch
- 1 Ticket to Prayer Brunch
- 2 Tickets to Saturday Workshops
- 1 2-Day Parking Pass

## Full Table:

(8 ft. table with tablecloth and skirt, two chairs, and one wastebasket)

Early Registration: \$250  
Regular Registration: \$300  
Late Registration: \$350

## Registration Includes:

- 2 Vendor Badges
- 2 Tickets to Welcome Reception / Awards Banquet
- 2 Tickets to Meet & Greet Breakfast
- 2 Tickets to Saturday Lunch
- 2 Tickets to Prayer Brunch
- 4 Tickets to Saturday Workshops
- 1 2-Day Parking Pass

Space is limited. Reserve your table early. Award Recipients receive priority table placement.

# Sponsorship Information

Become of sponsor of special conference events. Sponsorship levels are as follows:

## Gold Level—\$10,000

- Sponsors will receive:
- Top billing on website, all flyers, brochures, advertisements, and press releases.
  - Full page ad in Conference program distributed to all attendees
  - 1 Free 10 X 30 Booth in Exhibit Hall
  - 10 Vendor Badges
  - 10 Tickets to Welcome Reception / Awards Banquet
  - 10 Tickets to Meet & Greet Breakfast
  - 10 Tickets to Saturday Lunch
  - 10 Tickets to Sunday Brunch
  - 5 3-Day Parking Passes

## Silver Level—\$5,000

- Sponsors will receive:
- Logo or listing on website, brochures, and advertisements.
  - Half-page ad in Conference program distributed to all attendees
  - 1 Free 10 x 20 Booth in Exhibit Hall
  - 6 Vendor Badges
  - 6 Tickets to Welcome Reception / Awards Banquet
  - 6 Tickets to Meet & Greet Breakfast
  - 6 Tickets to Saturday Lunch
  - 6 Tickets to Sunday Brunch
  - 3 3-Day Parking Passes

## Bronze Level—\$2,500

- Sponsors will receive:
- Logo or listing on website and brochures.
  - Quarter-page ad in Conference program distributed to all attendees.
  - 1 Free 10 x 10 Booth in Exhibit Hall
  - 4 Vendor Badges
  - 4 Tickets to Welcome Reception / Awards Banquet
  - 4 Tickets to Meet & Greet Breakfast
  - 4 Tickets to Saturday Lunch
  - 4 Tickets to Sunday Brunch
  - 2 3-Day Parking Passes

# Vendor Booth Information

Vending Booths are 10' x 10', but can be purchased as double (10' x 20') or triple (10' x 30'). Each booth rental includes:

- 1 8 ft. table with tablecloth and skirt
- 2 Chairs
- 1 Wastebasket
- 1 Vendor Sign
- 2 Vendor Badges
- 2 Tickets to Welcome Reception / Awards Dinner
- 2 Tickets for Meet & Greet Breakfast
- 2 Tickets for Saturday Lunch
- 2 tickets for Prayer Brunch

1 2-Day Parking Pass

All vendors are listed on the website and in the Conference program.

## Deadlines

**Early Registration:**

November 30, 2009

**Standard Registration:**

January 31, 2010

**Late Registration:**

February 28, 2010

## Pricing:

Early Registration: \$400\*

Regular Registration: \$500\*

Late Registration: \$600\*

\*For double booths, multiply the appropriate rate by 2. For triple booths, multiply the appropriate rate by 3.

## Vendor Set-up:

Saturday, March 20th, 8:00 — 11:00 AM

## Vendor Move-out, Dismantle:

Sunday, March 21st, 4:00 – 6:00 PM

# General Vendor Information

## Use of Space

Displays should be confined to the purchased booth space – the area defined by the floor space and the 8-foot-high back wall (10' x 10' x 8'). Vendors with locations of two or more booths may be allowed to use overhead space to enhance their visibility by having displays higher than 8 feet. Exhibitors wishing to use overhead space should discuss their plans with MLAG. Additional charges may apply.

## Payment

Payment must accompany vendor registration. Payment may be made via check, money order or credit card.

## Cancellations

Cancellations must be made in writing (email or fax accepted). Any exhibitor cancelling booth space more than three months before Convention will receive a refund less \$100 of the total rental cost. Any exhibitor cancelling booth space

less than three months, but more than one month before Convention will receive a refund less 50% of the total rental cost. Any exhibitor cancelling less than one month before the show date will forfeit the entire rental fee.

## Injury and Damage

1. Exhibitor assumes responsibility and agrees to indemnify and defend MLAG and the host facility and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.
2. The Exhibitor understands that neither MLAG nor the host facility maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.
3. Neither MLAG nor the exhibit hall will assume liability for loss or for damages and/or injury caused by any exhibit to persons, property, or rights of other parties, including exhibit hall property. However, MLAG will provide round-the-clock security for the hall from the beginning of set-up time through the conclusion of breakdown time. Exhibitors may wish to contract separately (at their expense) for security for their displays; MLAG will sup-

ply the name of the security firm if requested.

## Floor Rules

1. Exhibitor badges should be worn at all times.
2. All booths must be set up and ready for the official opening of the exhibit hall at the time specified in the Exhibit Information package.
3. Exhibitors are not to begin breaking down booths before the official closing time as given in the Exhibit Information package.
4. Exits and aisles must be clear of all materials during show hours.
5. Under no circumstances are exhibitors to leave packing cases, materials, etc. in the back of their booth backdrops.
6. Electrical lines must be accessible at all times.
7. Nothing shall be attached to any of the pillars, walls, doors, floors, etc. All posters, signs, etc., should be posted on billboards designed for that purpose.
8. Exhibits must be designed and erected in such a manner as to avoid blocking the view of adjacent exhibits.
9. Exhibits that include the operation of audiovisual equipment may not operate the equipment in a manner that will disturb other exhibitors.
10. **No food or beverage can be served from exhibit booths.**

# Books by the Bay 2010 Multicultural Literary Conference

## Registration Form

Item	Qty.	Early Registration	Standard Registration	Late Registration
Author Half Table		\$150	\$175	\$200
Author Full Table		\$250	\$300	\$350
Gold Sponsor			\$10,000	
Silver Sponsor			\$5,000	
Bronze Sponsor			\$2,500	
Vendor Booth		\$400	\$500	\$600
SUB-TOTAL:				

Extras:	Qty.	Price
<input type="checkbox"/> Vendor Badge		\$5.00
<input type="checkbox"/> 3-Day Parking Pass		\$15.00
<input type="checkbox"/> Welcome Reception / Awards Dinner		\$30.00
<input type="checkbox"/> Meet & Greet Breakfast		\$20.00
<input type="checkbox"/> Workshop		\$10.00
<input type="checkbox"/> Prayer Brunch		\$25.00
	Subtotal:	_____
	Tax:	_____
	Total:	_____

### Method of Payment

- Check
- Money Order
- Visa
- MasterCard
- American Express

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. date \_\_\_\_\_

Signature \_\_\_\_\_