

**CRITERIA FOR VENDOR ACCEPTANCE  
PAYSON BOOK FESTIVAL - JULY 17, 2021**

1. This is a family-oriented event. Only businesses and organizations that produce/exhibit/sell books and related publishing services promoting literacy and positive personal growth activities will be accepted.
2. The cost per vendor table is \$90. As applicable, a table 8 ft. in length with 2 chairs will be provided. Exhibitors may bring their own table coverings. Advertising, signs and banners no more than two feet tall may be placed on tabletops or taped to the front of the table.
3. Each vendor is responsible for following all state and local policies regarding business licensing and collecting and remitting sales tax.
4. Applications must be postmarked **no later than** April 30, 2021. Applications will be accepted on a first-come, first-served basis. Vendors will be notified of acceptance by May 31, 2021.
5. Festival hours are 9 a.m. to 3:30 p.m. Vendors will be allowed to set up their tables at 7:30 a.m. and are **expected to stay until the close of the festival at 3:30 p.m.**
6. Vendors are encouraged to promote their participation via social media platforms and other marketing strategies.
7. As applicable, vendors are required to provide a copy of a current certificate of insurance, a Town of Payson Business License.

Please print and complete the application below. Mail your completed application, check payable to Payson Book Festival (PBF) along with documents required per item 7 above to: Payson Book Festival, PO Box 1495, Payson, AZ 85547. Checks will be cashed upon acceptance. OR use our website on-line form at [Vendor Application](#) with PayPal capability. See next page for ad/photo/logo requirements.

**APPLICATION FOR VENDOR EXHIBITS  
PAYSON BOOK FESTIVAL - JULY 17, 2021**

**Name of contact person:** \_\_\_\_\_

**Company name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Facebook/Other:** \_\_\_\_\_

**Type of product(s)/service(s):**  
\_\_\_\_\_  
\_\_\_\_\_

(If you have additional products, continue listing on the back or attach a list.)

**Vendor Location:** The vendor locations are in the ballroom of the Mazatzal Hotel and Casino. The number of vendors is limited and locations will be assigned.

**RELEASE OF LIABILITY:** I agree to release Payson Book Festival, Arizona Professional Writers, and Mazatzal Hotel and Casino from any and all liability, claims and causes of action arising from my participation as a vendor at the Payson Book Festival on July 17, 2021.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PHOTO/VIDEO RELEASE:** I hereby grant permission to use photographs/videos provided by me or taken of me (my property, my minor children) at the Payson Book Festival on July 17, 2021 for publication in print, on the Web and in social media.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit “camera-ready” 300-dpi digital ad file in jpg, png, or tiff format by April 30, 2021 to:  
info@paysonbookfestival.org

### Ads requirements and prices for Print Program

Full Page Interior: 7.75 inches high x 4.75 inches wide (vertical only): \$100

Half Page Interior: 3.75 inches high x 4.75 inches wide (vertical only): \$50

Full Page Inside Front Cover (color) - \$225

Full Page Inside Back Cover (color) - \$200

Full Page Back Cover (color) - \$250