

May 16 -18, 2023

Exhibitor Prospectus




Have you ever been to a “rock concert” for reading? This is your chance – be part of the largest literary event for young readers in Canada, the Forest of Reading® Festival!





About the Festival



The OLA's Forest of Reading® and its Festival are Canada's largest recreational reading program and event. Every year, more than 270,000 children read and vote for their favourite book in a number of age-specific award categories. This culminates in the 3-day Festival celebration in Toronto. Each year, over 12,000 people attend the event at Harbourfront Centre in Toronto.





Forest Of Reading



Who attends?

Over **10,000** Young Readers *

6,000 public, catholic
and independent schools *

80+ authors/illustrators in
attendance *

25 exhibitors each year

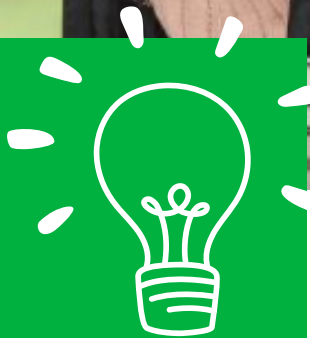
The target audience for the Festival is school-aged children from across the province, as well as families who are passionate about reading Canadian books. Over 100 busloads of young readers come into Toronto each day, including many from remote communities that don't have access to this type of event.

The OLA targets more than 6,000 public, catholic, and independent schools across Ontario, as well as parent council groups. Targeting readers from kindergarten to Grade 12 and encouraging parent interest is an integral part of this process. OLA will reach all public libraries across Ontario through the Ontario Public Library Association.





Benefits for exhibitors



Engage with Young Readers & Educators

Exposure to book lovers and fans: The Toronto Forest of Reading Festival has a total combined audience of more than 10,000 young readers, with thousands more reached at local school visits. For authors and illustrators, the Festivals is an opportunity to connect with readers who have read their books, ask questions, and provide invaluable feedback.

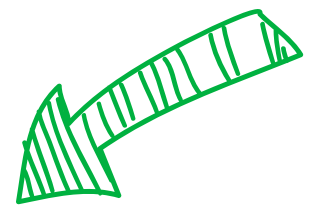


Brand Awareness

Opportunity to engage with young readers, their educators, families and friends. Hands on programming, fun and interactive games, or experiences that captivate the audience are the best type of exhibitors. Many exhibitors are there for the exposure of their programs to this audience.



Exhibitor Categories & Prices



- Book Publishers
- Magazine Publishers
- Arts Organizations
- Libraries & library organizations
- Educational & Literacy Organizations
- Writing and creator organizations

Publishers

	1/4 LARGE TENT	10X10 TENT/SPACE	20X20 TENT/SPACE
LARGE (40+ titles/year)	\$650	\$850	\$1200
MEDIUM/ SMALL (6-39 titles/year)	\$350	\$500	\$750
MICRO (1-5 titles/year)	\$200	\$300	\$500

BOOK SALES: The only books that can be sold on site at the Festival are by the official wholesaler, Tinlids Inc. and are nominated titles. Awareness around new books, promotion and signings of Canadian books is permitted, however, sales are not unless they are nominated for that year and sold through the official wholesaler on site.

For more information please contact **Meredith Tutching**, Director – Forest of Reading at mtutching@accessola.com.

*All applications are subject to review by Festival staff and not all applications are guaranteed a place at the Festival.



Exhibitor Categories & Prices

Magazine Publishers



	1/4 LARGE TENT	10X10 TENT/SPACE	20X20 TENT/SPACE
LARGE/MULTI-TITLE (circulation 100,000+)	\$1,200	\$1,700	\$2,200
SMALL/MEDIUM (circulation up to 100,000)	\$850	\$1,100	\$1,250

Not-for-profit/Charity Organizations

Including Arts organizations, Libraries & Library organizations, Educational & Literacy organizations, and Writing & Creator organizations

1/4 LARGE TENT	10X10 TENT/SPACE	20X20 TENT/SPACE
\$300	\$600	\$1,200

- 10'X8' foot space covered with garage door open to main lawn also available
10'x8' foot space covered with garage door open to inside of main building also available
*Prices on above are determined based on availability
*Prices are negotiable in lieu of programming/entertainment
*Larger spaces are available upon request



Rules and Regulations



Festival Management – The Ontario Library Association (OLA) and Harbourfront Centre (HFC) and its authorized representatives are hereinafter referred to as “Festival Management.”

Payments & Refunds – Full payment for Festival space must be made no later than April 15. Festival Management reserves the right to refuse a company/organization entry who has not paid in full by this date. A deposit of a minimum of 50% is due upon acceptance of space. All applications submitted after April 15 must include payment in full for the space rental charges.

Cancellations made prior to April 14 will receive a refund of payments made, less a 25% cancellation fee. After April 15 the company/organization will forfeit the entire amount of the deposit. After May 1 there are no refunds for space.

In case the Festival shall not be held for any reason whatsoever, then and there upon the rental and lease of space to the exhibitor shall end. In such a case the limit claim for damage and/or compensation by the exhibitor shall be the return of the amount already paid for space for this specific event.

Rules and Regulations

Space Rental – The application for exhibit space, when signed by the exhibiting firm and/or deposit cheque cashed, or credit card processed, by Festival Management, shall constitute a valid contract between the parties. In submitting the space contract, the firm acknowledges their financial responsibility whether they choose to withdraw or cancel their space. All exhibiting companies/organizations regardless of size or special arrangements with management must complete an Exhibitor Registration Form.

Use of Space Restrictions – The space contracted for is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Festival Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Festival Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighbouring exhibits. No exhibit shall assign, sublet, or share the space allocated with another business or firm unless approval has been obtained in writing from Festival Management.



Rules and Regulations

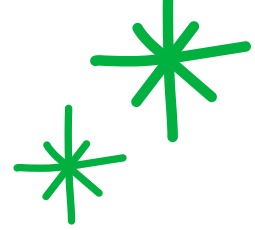
Installation, Festival hours, & Dismantling – Dates and hours for installation, exhibiting, and dismantling will be specified by Festival Management. Goods being delivered directly to Harbourfront Centre must be received by a representative from Harbourfront Centre staff and be approved with Festival Management ahead of time. Exhibits shall be staffed at all times when the Festival is officially open (9:30am–2:00pm). No exhibitor will be able to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons or to abandon their display prior to the official closing. Failure to comply with the regulation will result in the exhibitor being barred from future Festivals and events sponsored by Festival Management. All exhibits must be removed by 4:00 PM at the end of the Festival day, and all storage and handling charges for failure to remove exhibit material by that time shall be the responsibility of the exhibitor. Festival Management reserves the right to remove any exhibit not removed by the conclusion of the exhibition and charge the expense to the exhibitor.



Damage to Property – Exhibitors are liable for all damage caused by them or their representatives or contractors to the Festival facility, booth equipment, or to other exhibitors' property and shall indemnify the facility management and Festival Management and/or Official Service Contractor against, and hold them harmless from any complaints, suits, or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of Festival space.

Care of the Building – Painting, nailing, or drilling of tents, floors, walls, ceilings, or any part of the building is not permitted. Exhibitors laying any floor/wall coverings must use an adhesive that will not damage the floor, wall or tents. No signs or other articles are to be fastened to the ceiling, walls, pipes, or electrical features.

Rules and Regulations



Security – Harbourfront Centre will employ a professional guard service for the duration of the Festival and will take reasonable precautions to safeguard exhibitors' property. However, Festival Management/Harbourfront Centres assumes no liability for loss or damage, however caused, of goods, exhibits or other materials owned, rented or leased by the exhibitor.

Food and/or Beverages – The preparation and/or serving of food or beverages of any kind without the written permission of Festival Management and/or the facility is prohibited. Exhibitors wishing to serve samples must request in writing to Festival Management and obtain approval before offering any food.



Liability & Insurance – Neither Festival Management nor any of its officers, directors, employees, or agents, nor the owners, employees or representatives of the exhibit facility will be responsible for any injury or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing parties, individuals and firms from, and agrees to indemnify against, any and all claims for such loss, damage or injury. Exhibitors are advised to carry insurance on their exhibits and its contents; however, this will be taken at their own expense.

Entry to the Festival – Festival Management reserves the right to deny admission to any visitor, exhibitor, or exhibitor's employee. Festival Management reserves the right to final determination of all space assignments in the best interest of the event.



Rules and Regulations

Labour – Exhibitors must observe all contracts in effect between Festival Management, service contractors, Harbourfront Centre, and labour organizations involved.

Selling at the Festival – The only books/products that can be sold on site at the Festival are by the official wholesaler, Tinlids Inc. and the Ontario Library Association unless special permission is granted by Festival Management. Awareness around new books/products, promotion and signings of Canadian books is permitted, however, sales are not unless they are a nominated title for that year and sold through the official wholesaler on site.

Other Regulations – Any and all other matters not specifically covered by the preceding General Rules and Regulations shall be subject solely to the decision of Festival Management. The Festival Management shall have full power to interpret, amend and enforce these rules and regulations provided, and amendments, when made, are brought to the notice of exhibitors. Each Exhibitor, for themselves, and their employees, agrees to abide by the foregoing Rules and Regulations and by any Amendments or additions thereto in conformance with the preceding sentence.

Can't wait to see you there!

