



Call for Exhibitors

ABOUT THE 16TH ANNUAL TELLING TALES FESTIVAL

As Canada's only literary festival dedicated to children and youth, we attract the most critically acclaimed authors, illustrators, and storytellers that this country has to offer. The *Telling Tales Festival* draws thousands of young families, educators, and community members who care about literacy, the arts, and the environment. They are well-educated and seek unique and enriching experiences and opportunities.



WHEN

Saturday, September 21st &
Sunday, September 22nd, 2024

LOCATION

Royal Botanical Gardens'
Hendrie Park

ATTENDANCE

6,000+

ADMISSION

FREE with registration

Exhibitor Benefits

- Name recognition on Telling Tales *website* with link
- Name recognition within the *Festival Map & Guide*
- Name recognition on *event signage*
- Interaction with our *festival fans* and *social media followers*
- Preferred website *advertising rates* (25% discount)



ANNUAL MEDIA CAMPAIGN IMPRESSIONS

18,500,000

MARKETING CAMPAIGN VALUE

for TV, radio, print, digital, and out-of-home:

\$200,000

ANNUAL WEBSITE VISITORS

20,000

SOCIAL MEDIA FOLLOWERS

11,000+



FESTIVAL DEMOGRAPHICS

Average family with

4 members

85%
Female

36%
Age 25-49

43%
Age 0-10

85%

Live in
Hamilton/Halton

9%

Live in
GTA

76%
Household
income of \$50k+

95%
College or
Higher Education



Exhibitor Categories & Rates

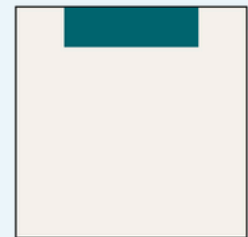
We are looking for exhibitors that align with our promise:

- to celebrate Canada’s rich cultural heritage;
- foster understanding, compassion, inclusion, accessibility, and environmental awareness; and
- inspire a love of reading by connecting children and youth with Canadian literary stars.

EXHIBITOR CATEGORIES	EARLY BIRD RATE (DUE JUNE 30)	REGULAR RATE (DUE AUGUST 25)
Book Publishers	\$850	\$1,200
Retail (Multi-Storefront/Franchised Businesses)	\$500	\$700
Bookstores	\$500	\$700
Magazine Publishers	\$375	\$525
Small Business/Artisan	\$325	\$450
Author	\$325	\$450
Nonprofit/Charitable Organizations (Arts/Education/Literacy)	\$200	\$250

STANDARD VENDOR LAYOUT

- One **10 ft x 10 ft** market tent footprint*
 - Includes one **six (6) ft** table, two chairs, and one tablecloth.
- * Tents can be rented for an additional **\$150** (\$75/day) given advance notice of no less than six (6) weeks.



NONPROFIT / CHARITABLE ORGANIZATION VENDOR LAYOUT

- One **seven (7) ft** front within a **15 ft x 30 ft** central shared market tent
- Includes one **six (6) ft** table, two chairs, and one tablecloth
- This exhibitor format is only offered for Nonprofit or Charitable Organizations.



Notes

1. 17 exhibitor tents plus the Charitable Org shared tent will be located primarily in green spaces around the Global Garden (Reference 9 on [RBG's Hendrie Park Map](#))
2. Rates are for the full two-day festival. We are unable to provide single-day rates at this time.
3. **Payment must be made in full by August 25.**
Deposit of 50% due within 2 weeks of receiving your contract/invoice. Cancellations made prior to August 25 will receive a refund of payments made, less a 25% cancellation fee. After August 25 the company/organization will forfeit the entire amount of the deposit. *After September 6 there are no refunds for space.*
4. Exhibitors are responsible for their own liability insurance.
5. Telling Tales Festival runs rain or shine, so be prepared to protect items overnight. Tent walls are provided when tents are rented.
6. Bookstores may sell any titles and backlist except featured Telling Tales titles sold by our Official Bookseller onsite.
7. Power may be available upon request.

FOR MORE INFORMATION PLEASE REACH OUT TO:

Sarah Brown

Event Coordinator

sarah@tellingtales.org

–

facebook.com/TellingTales.Org

tellingtales.org



Great tales never grow old.