

Los Angeles Times **FESTIVAL OF BOOKS**

APRIL 20-21, 2024 | UNIVERSITY OF SOUTHERN CALIFORNIA

Exhibitor Info

Thank you for participating in the Los Angeles Times Festival of Books. As the festival gets closer, more information is distributed regarding exhibitor involvement. The Exhibitor Service Center will be updated as well. In the meantime, we have put together some information that may help you with your participation in the event.

Emergency

The festival is staffed with a command center as well as event personnel, security, USC Department of Public Safety, medical teams and LAPD. In the event of an emergency, contact staff or anyone with a radio or use the emergency phones on campus. If that is not possible, please call **213-740-4321**. Please use 911 as a last resort (911 calls go to a dispatch center off campus and may not be as effective as 213-740-4321)

Venue

As you know, the LA Times Festival of Books is hosted by USC. We are grateful to partner with the university and its amazing campus. The venue provides many advantages and a couple constraints. The festival is produced while school is in session and safety is a primary concern. Also, we work hard to ensure we maintain USC's pristine condition, so we do not allow vehicles on grass and ask that exhibitors do their best to clean up after themselves.

The festival is broken into several color coded zones. Colored flags on top of the tents help indicate the zone, which correspond to the festival map. Like a street name, the zones help with general locations and booth numbers are like addresses. The festival changes its footprint every year, so occasionally booth numbers may be slightly out of order.

Booth numbers are released to exhibitors in mid-February.

Promotion/Tool kit

The LA Times will provide some digital assets that exhibitors can use to promote their participation in the festival. (It is important that exhibitors understand that they may not insinuate that they represent the Festival of Books.)

Exhibitor manual

As the Festival of Books draws closer, an exhibitor manual will be accessible from the exhibitor service center in the exhibitor portal. The manual provides information as well as order forms for additional for security, furniture, etc.

Parking

Exhibitor booths are provided parking passes based on their booth package. Parking links will be distributed 5-10 days before the festival. The festival does not provide parking passes on the on the Friday before the event. Parking is administered via a third party portal named ParkWiz. You will receive an email with a link from ParkWiz to activate your pass. You will need to enter your license plate as well. Exhibitors can purchase additional parking at garages of their choice. Over the last couple years, USC has changed their parking systems. Now, a “Text to Park” system is in place in most garages.

Sustainability

Sustainability is an important issue for USC and the LA Times Festival of Books. The festival asks that exhibitors minimize or do not use single use plastics – e.g., water bottles, plastic film, etc. Recycle and compost bins are placed throughout the venue. Water refill stations are marked on the festival map and accessible for refillable water bottles.

Booth ID banners

The festival provides an ID Booth Banner for each exhibitor. Banners include booth number and text provided by the exhibitor. Banners have specific formats and 1 or 2 lines of text may be used. However, logos and colors are not available for exhibitors. Detailed ordering information will be available in the exhibitor service center after booth numbers are released in February.

Security, Zone managers, janitorial

During the festival, CSC Security is stationed in numerous areas, however they are not assigned to specific booths. Additionally, USC’s Department of public Safety and the LAPD patrol the event. If you would like a guard stationed in your booth overnight or during the festival, the exhibitor manual will provide order form.

Each Zone is assigned a Zone Manager, who will patrol the area and assist where needed when possible. Zone Managers wear “Zone Manager” shirt and regularly walk their space.

Janitorial staff patrol the campus during festival hours. If you notice a spill or see an issue, please contact Zone Manager or visit an information booth and ask them to contact operations. Please place your trash and cardboard just outside your tent at the end of the day and the overnight janitorial staff will attend to it.

WiFi

The USC Campus offers robust wifi that is sufficient for most exhibitors. Some exhibitors bring their own Mifis or similar. If needed, hard lines can be ordered.

Items to bring

Here are a few items exhibitors may want to consider bringing to the event:

- Zip ties
- Power strip and extension cord
- Step stool
- Tarp to cover front of booth at night
- Table cloth
- Refillable water bottle
- Hand truck
- Pack a lunch
- Sun screen
- Hand sanitizer

Exhibitor Booth Load In and Load Out

The festival employs a detailed booth load in and load out program. Exhibitors will receive load in placards with maps and instructions designated to a specific group shortly before the festival. Load in groups: A1 & A2, B and C - Each group has different access points.

Early load-in: limited and by appointment only on Friday before the festival. Early load in requests can be made shortly before the festival. Please check the exhibitor service center.

Standard Load In: Saturday, April 20 6am – 8:30 am

We strive to make load in as easy as possible and get vehicles as close to booths as we can. However, there are some areas when vehicles will be several feet from the booth. We ask that exhibitors unload their vehicles quickly and move them off campus. Many exhibitors utilize hand trucks or wagons to move merchandise from the parking structure to avoid load in traffic. All vehicles must be off campus by 8:55 am or they will face fines/towing.

Load Out: At the close of the festival

Exhibitors follow the same information as the load in placard and map to access the venue. Depending on the crowd egress, the Fire Marshall typically grants vehicle access into the venue 75-90 minutes after it closes. We strongly encourage exhibitors to hand truck remaining items to vehicles in parking garage if possible.

Neighborly

In its 29th year, we are proud that the LA Times Festival of Books is one of the largest literary events in the world. The relaxed, social and family atmosphere helps make it one of the most popular events of its kind. Many people attend annually and some travel from all over the world to be there. So, please help us in maintaining the event culture:

- Don't impede on other exhibitor booths
- Don't use amplified sound
- Please engage with patrons and fellow exhibitors
- The festival runs with the help of more than 1000 volunteers. Please be courteous to them.