

# Rainbow Book Fair



**The Ninth Annual Rainbow Book Fair**  
John Jay College of Criminal Justice  
524 W. 59th Street, New York, NY 10019  
Saturday, April 29, 2017, 12:00 – 6:00pm  
E: [NYRainbowBkFair@yahoo.com](mailto:NYRainbowBkFair@yahoo.com)  
W: [RainbowBookFair.org](http://RainbowBookFair.org)

## LAST “NEED TO KNOW” RBF 2017 (Please read this: it’s even more important!)

We have a few more things to cover in this last “Need to Know” blast aimed at vendors, readers, panelists, and of course fairgoers.

This year’s fair will place on Saturday, April 29, 2017 from 12:00pm to 6:00pm at John Jay College, 524 W. 59th Street, just west of 10<sup>th</sup> Avenue. This year, we are expanding into two large well-lit adjacent spaces: Hound Square Center, a bright large student activity area easily reachable by stairs or escalators, and the student cafeteria area we were in last year. There will be volunteers to help you find the space when you arrive. To get into John Jay, you need to have a valid photo ID.

John Jay is a wheelchair accessible space. All events at John Jay are wheelchair accessible.

Set up time for vendors will start at 11:00 am. (Please do not try to set up before 11:00 am.) Also, please do not try to claim tables – all tables are assigned. If you have a problem with a table assignment, please see one of the coordinators and they will assist you.

## SET UP AND CLEAN UP

When setting up please do not use any form of tape any place except directly on the plastic table cloth provided to you by the RBF—NO masking tape, Scotch tape, adhesive tape, duct tape—any kind of tape—is to be used directly on the table, on the floor, and PLEASE not on the walls. The RBF will be fined for the use of tape, and this will make it harder for us to return to John Jay next year.

Also, NO SIGNAGE THAT BLOCKS OTHER PEOPLE’S TABLES. We want all of our vendors and fair goers to get a good look at us, so no large signs. Again, signs cannot be taped to walls at all. Posters that block the views and selling spaces of other vendors will be removed.

Please take everything with you that you arrived with—this includes postcards,

giveaways that don't get given away, etc—with (hopefully) far fewer books. So please don't leave your garbage in the venue except in the garbage cans provided.

### **HOW MANY BOOKS TO BRING?**

If they are new to the RBF, people ask this question often. The answer depends on how much pre-fair promotion you have done, how well known your book is, and how well you realistically think the book will sell. Don't oversell yourself. Don't bring 80 copies of a first book that no one knows about. 25 – 30 books will be fine. **DO** bring postcards, business cards, bookmarks, or other handout materials that fair goers can take with them. Being friendly and outgoing is important. The main thing is that hundreds of people who don't know you or your book will after the fair. It is like having a bookstore event with more people than you can possibly bring in on your own. Also, have press copies and press material for your book(s). The RBF attracts media and reviewers come here to find new books. The RBF will have book marks to give out at the Fair. Please give them out with books.

### **IF YOU ARE ON A PANEL OR ARE A READER—**

And your press or publisher does not have a table, then we can sell your books for you at a special table staffed by one of our interns. Please bring only a few copies of your book to the fair. All sales will have to be cash, and you will either be reimbursed for them at the end of the fair, or we can send you a check. However, you will need to reclaim your books at the end of the day. Any books left at the fair past 6 o' clock will have to be either destroyed or given away. We cannot send books back to you.

### **SPEAKING OF MEDIA AND PROMOTION!**

Really promote YOUR presence at the Fair. Put it on your Facebook page, LinkedIn, on Twitter, on your website, and in your local media, and on college or campus media. Use everyplace that you can promote it on. We can promote the fair as best we can, but we need your help too, especially with your social media. And it all adds up!

### **MORE INFO ABOUT YOU NEEDED**

If you are exhibiting under a different name than the one you used when you registered, then please let us know ASAP what your exhibition name is, such as a press name, pseudonym, etc.

## **PARKING AT JOHN JAY COLLEGE**

Discounted nearby parking is available through [SpotHero.com](http://SpotHero.com).

## **ACCOMODATIONS**

If you have not booked NY accommodations yet, we suggest you do so immediately. We recommend [Hotels.com](http://Hotels.com), [Kayak.com](http://Kayak.com), or [Airbnb.com](http://Airbnb.com).

## **SHIPPING BOOKS TO JOHN JAY COLLEGE**

Please label all boxes of books with the following address, and include your press/table name clearly on the label:

John Jay College  
Attention: Prof. Kevin Nadal – RBF  
524 West 59th Street  
New York, NY 10019

The mailroom is closed on Saturday. Send your books through a traceable service (like UPS or FedEx), and arrange that the books will get to John Jay College no later than Friday, April 28, 2017.

## **SHIPPING BOOKS TO JOHN JAY COLLEGE (CONT.)**

Don't forget to mark your name or your press's name on several sides of the box (to make it easier for the folks during set-up), and place the following information outside the address label: "For Rainbow Book Fair, Saturday, April 29, 2017."

## **FOOD**

Rainbow Book Fair will have some snacks (like fruit, coffee, and doughnuts) available free for participants at the set up time for the fair. John Jay College is only a short walk from numerous restaurants, and there are also food vendors inside the school itself.

## **SHIPPING OUT**

You CANNOT leave unsold copies of books at John Jay for the fair's staff or the college to ship out. Please take all books with you. There is a FedEx office center at 303 W 56th St New York, NY 10019, that is open until 6 PM, and a UPS store at 888-C 8Th Ave, New York, NY 10019 also open until 6 PM. There are numerous FedEx and UPS locations all over NYC, and some of them close later on Saturdays. You can find out their locations easily through Google [HERE](#).

## VOLUNTEERS

We will have volunteers at the Rainbow Book Fair. If you need someone to staff your table while you are on a panel or presenting, let us know.

Our volunteers will be wearing a sticker that says "RBF Volunteer" so you can identify them. Speaking of volunteers, we'd like to reward them by giving them a selection of free books. So, if you have extra books that you don't want to schlep home, then please give them to a volunteer or one of the Rainbow Book Fair coordinators who will come by toward the end of the fair to collect them. Please feel free to be generous.

## FREE WI-FI

John Jay College will provide FREE Wi-Fi access to all Rainbow Book Fair attendees!

Network: JJay-Guest

Username: cuny

Password: cunycuny

## SALES TAX

Numerous vendors have asked us about charging sales tax at the fair. If you don't live in New York State, then you won't have to collect NY State sales tax on cash transactions. If you sell your books through a credit card device with a merchant account (like the Square), then you will have to charge sales tax. If you live in NY state and sell your books through cash sales alone, then how you report your earnings to NY State will be determined by your past history.

## AFTER PARTY

There will be an after party from 6:00pm – 7:00pm in the Faculty Dining area, adjacent to the Cafeteria area and close to Hound Square Center, open solely to exhibitors and Friends of the Rainbow Book Fair. There will be some party snacks (but no alcohol due to insurance rules) and time to mingle with the fair coordinators and volunteers. Your books will be secure during this party.

## CONTACT

To reach out to members of the RBF coordinating staff, go to our website: [RainbowBookFair.org](http://RainbowBookFair.org).

You can also email us directly at: [NYRainbowBookFair@yahoo.com](mailto:NYRainbowBookFair@yahoo.com) or [RBFSocialMedia@gmail.com](mailto:RBFSocialMedia@gmail.com).

For contact on the day of the fair ONLY, call: 646-641-7286 or 917 301 3417.

## THANK YOU

We'd like to thank you for being part of the biggest LGBT book event in the U.S in our great venue at John Jay College! We are looking forward to your excitement, participation, and involvement.

Rainbow Book Fair would not be possible without the help and support of our brilliant sponsors. Thank you to everyone who has been a sponsor over the past nine years.

### Coordinators of the Rainbow Book Fair:

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Perry Brass  
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Amy Washburn

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### Volunteer Director:

Johnathan Morpurgo

**Rainbow Book Fair** is a project of CLAGS.



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