

2012

SACRAMENTO SPRING ANTIQUARIAN BOOK FAIR

Dear Colleague:

Our September book fair went off nicely with over 600 attendees and a full hall of exhibitors (61 in all). Our patrons in September were offered/given **FREE passes for March 2012**. The strategy of letting people in at 9:45 worked -as the hall was noticeably crowded by 10AM. Official enrollment is now underway for the **Spring 2012 Sacramento Antiquarian Book Fair**. The premier (and only Central Valley book fair!), is scheduled for **Saturday, March 24th**. The setting for our show is the **Scottish Rite Temple** in East Sacramento. It has a large on-site (free) parking lot next to the exhibit building. Loading in and out is easy and laborers will be present. Dealers in used and antiquarian books, maps, prints, and ephemera are invited to exhibit. **You can view and download contracts at sacbookfair.com or bookbomb.com**

To hold your space from Fall 2011 please send full payment by February 11th 2011 (No partial deposits please). After February 11th booth space will be opened to all dealers on a first come first served basis. There will be some turnover in exhibitors so if you did not exhibit last year we will try to get you a spot. A registration form & contract is enclosed.

The booths are ample, with a full booth containing 4 six-foot tables (12' x 8 1/2'), and a half booth containing 2 six-foot tables (6' x 8 1/2'). Electricity is available only for the perimeter (wall) booths, and the prices vary accordingly. Please remember that in order to use a lighted display case (6' wide horizontally with 3 shelves for a full booth or 5' wide with 3 shelves for a half booth) or electrical outlets for other purposes, you must request a perimeter booth. Prices are as follows:

Full booth, without electricity: \$295.00, with electricity: \$310.00.

Half booth, without electricity: \$185.00, with electricity: \$200.00.

(Lighted display case (with necessary cords): \$165.00.

There are a limited # of premier foyer booths available at \$350.00 including electricity. Please contact us for availability.

All booths will be furnished with chairs. **Please bring table drapes if you have them. We will provide drapes for those who do not have their own.**

Load-in time will be provided on Friday afternoon and evening, March 23rd, from 2PM Until 8 PM and Saturday morning at 7AM. Overnight Security will be provided.

We have developed email and mailings list from sign-ups and raffle ticket stubs from past year's shows (and this list will grow each year). We also will be sending free passes for the show to every antiquarian bookseller in Northern California. There will be 40 plus radio spots running on the local NPR stations during the week before the show and all exhibiting dealers will receive unlimited Free Passes.

Regards,

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