

LOS ANGELES PRINTERS FAIR

INTERNATIONAL PRINTING MUSEUM

SATURDAY, OCTOBER 1, 2011

9:00AM to 5:00PM

ADMISSION \$5⁰⁰

ACTIVITIES

MAIN MUSEUM

- Ongoing Demonstrations & Tours
- Wood Type Exhibit

BOOK ARTS INSTITUTE

- Vandercook Printing Demonstrations
- Linotype Typesetting & Letterpress Demonstrations

EQUIPMENT SALES

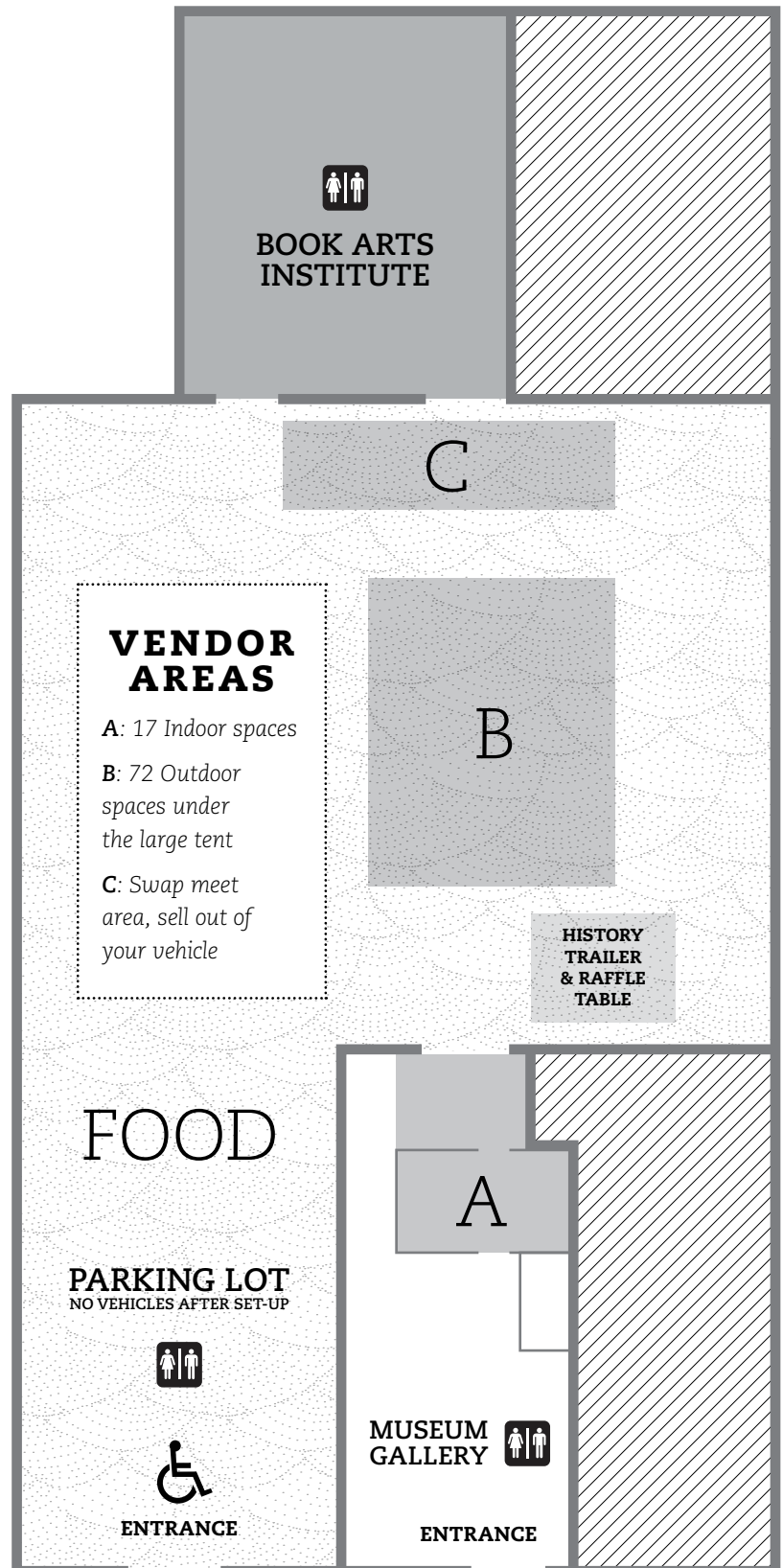
- Opportunity to acquire presses, cutters and supplies at the Museum Surplus Sale

RAFFLE

- Purchase raffle tickets to support the Museum and possibly win one of many keepsake prizes

PARKING

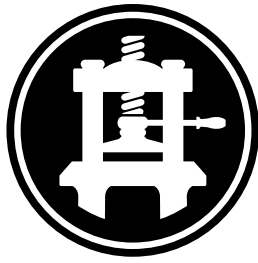
Please park at the K-Mart Shopping Center across Torrance Boulevard



PRINTERS FAIR TICKETS & REGISTRATION
TORRANCE BOULEVARD

SPONSORED BY





LOS ANGELES PRINTERS FAIR

INTERNATIONAL PRINTING MUSEUM

SATURDAY, OCTOBER 1, 2011
9:00AM to 5:00PM

For questions contact Rachelle Chuang:
714 529 1832 • fair@printmuseum.org

Dear Vendor,

Thank you for your interest in the 3rd Annual Los Angeles Printers Fair on Saturday, October 1, 2011. Over 1,000 people came last year on one of the hottest days to enjoy the Fair; we anticipate even more this year. We are pleased to have as our major sponsor the Printing Industries of Southern California, PIASC.

The goal of the Los Angeles Printers Fair is to showcase the art of print and paper in historical and contemporary forms and support the educational mission of the Printing Museum. There is growing interest in the art of letterpress printing, paper making, and book arts. The Fair showcases practitioners in these fields. Whether you are a professional, accomplished expert, service bureau, letterpress enthusiast, or hobbyist, we welcome you to join us.

—Rachelle Chuang, 2011 Fair Director & the Printers Fair Steering Team (Mark, Gary, Josh and Alyssa)

PIASC FAIR SPONSORS
Printing Industries Association, Inc. of Southern California

GENERAL EVENT INFORMATION

Date & Location

The Fair will be held at the International Printing Museum, 315 Torrance Blvd., Carson, CA 90745 on Saturday, October 1, 2011 from 9:00 AM–5:00 PM. All vendors should expect to be at their booths for the entire duration of the Fair. Directions to the International Printing Museum can be found at www.printmuseum.org. All Fair information will be communicated online at www.printmuseum.org/printersfair.

Admission

General admission for the Fair will be \$5.00. Children under twelve must be accompanied by an adult. With your Vendor Fee you will receive two admission tickets that can be given to your customers. You can pre-purchase additional tickets to distribute. Visitors will receive one bag for their items and a Printers Fair Guide full of Fair and vendor information. The Fair is suitable for all ages.

Weather/Food/Restrooms

We hope the weather will be pleasant in October, but it could be blazing hot! We will hold the Fair rain or shine. This is an indoor/outdoor event so dress appropriately. Cold drinks and food will be available for purchase.

Parking, Set-Up and Tear Down

After unloading and set-up, vendors may park their vehicles across Torrance Blvd. in the K-Mart Shopping Center. General visitors will also be parking in this lot.

Indoor vendors may set up on Friday, 9/30 from 12:00 PM to 5:00 PM, and from 7:00 AM to 9:00 AM on Saturday. Other exhibitors may set up from 7:00 AM to 9:00 AM on Saturday. After the Fair closes at 5:00 PM, vehicles will be allowed in the parking lot for pick-up and removal of equipment. Due to the number of vendors, not all vehicles will be able to drive near booth spaces. We recommend a hand cart.

Sales

All transactions must be handled directly at your booth. The Museum cannot offer cash or credit card services. There is limited internet availability so plan accordingly.

Museum Raffle

We encourage all vendors to donate an item for the Museum Raffle in the afternoon. Your support of the Museum allows us to further our educational mission to thousands of visitors. Participation in the raffle gives us the opportunity to broadcast your products, company or services during the announcements.



BOOK ARTS
INSTITUTE

C

VENDOR AREAS

- A: Indoor spaces, \$100
- B: Outdoor spaces under the large tent, \$100
- C: Swap meet area, sell out of your vehicle, \$50

B72	B63	B54	B45	B36	B27	B18	B9
B71	B62	B53	B44	B35	B26	B17	B8
B70	B61	B52	B43	B34	B25	B16	B7
B69	B60	B51	B42	B33	B24	B15	B6
B68	B59	B50	B41	B32	B23	B14	B5
B67	B58	B49	B40	B31	B22	B13	B4
B66	B57	B48	B39	B30	B21	B12	B3
B65	B56	B47	B38	B29	B20	B11	B2
B64	B55	B46	B37	B28	B19	B10	B1

B

HISTORY
TRAILER
& RAFFLE

FOOD

PARKING LOT
NO VEHICLES AFTER SET-UP



ENTRANCE

A

A14 A15

A16 A17

A12 A13

A5 A6

A7 A8

A9 A10 A11

HERITAGE THEATER

A1 A2

A3 A4

MUSEUM
GALLERY



ENTRANCE

TORRANCE BOULEVARD

VENDOR REGISTRATION

See attached map for per-area vendor registration pricing. With growing interest in the Printers Fair, we expect spaces to fill quickly; be sure to register early.

Your Vendor Fee includes:

- Setup items as listed by Vendor Area.
- Free Vendor Spotlight on the website. Please send up to four 72-DPI images, a paragraph about your press/organization, and the contact information you would like on the website via e-mail to fair@printmuseum.org.
- Inclusion of your company listing and information in the Fair Guide. Your listing will be exactly as entered on the form below (unless specified otherwise).
- Two admission tickets and two exhibitor badges. You are encouraged to purchase additional badges and visitor tickets to distribute to your key customers.

Ad Space in Fair Guide

You may also be interested in purchasing an ad in the Fair Guide that each visitor will take home. Ad rates are \$300 for a full 8½" × 11" page, \$150 for ½ page, \$75 for ¼ page. Please supply a high-resolution (300-DPI) or vector PDF file in black-and-white. Include crop marks if possible.

Please note that no refunds will be given for cancellations

NAME(s) _____

CONFIRMATION NUMBER _____
ORGANIZATION/COMPANY _____
ADDRESS _____

CITY _____ STATE _____ ZIP _____
PHONE _____ MOBILE _____
WEBSITE _____
E-MAIL _____

N° of Booths per Area	Ads in Fair Guide
____ Area A: \$100	____ Full page: \$300
____ Area B: \$100	____ Half page: \$150
____ Area C: \$50	____ Quarter page: \$75
Additional Items	TOTAL
____ Extra tickets: \$5	\$ _____
____ Extra badges: \$4	

after August 25th, 2011. Vendors cancelling after this date may consider the amount paid as a tax-deductible donation to the Museum to support its educational efforts.

Vendor Areas

- **Area A: \$100**
Seventeen spaces with two chairs and standard six-foot table. Theatre and Museum are air-conditioned
- **Area B: \$100**
Seventy-two outdoor Fair spaces under large tent. Includes standard six-foot table and two chairs per booth.
- **Area C: \$50**
Designated for vendors selling equipment directly from their vehicle such as a pick-up truck. No table or chairs provided.

How To Register

1. E-mail the Museum at fair@printmuseum.org with your requested booth area and booth number.
2. You will receive a reply with confirmation of your booth space (if available) and your confirmation number. Fill in the form below using this information.
3. Once you are confirmed, you must pay by PayPal, check or credit card. Your payment must be received within seven days of confirmation or you will lose your space.

Once you receive your booth confirmation number, you will need to pay by one of three methods. Your payment must be received within seven days of your confirmation or you will lose your space.

Payment Methods

1. **PayPal.** Visit www.printmuseum.org/printersfair/vendor and click on the PayPal link.
2. **Check enclosed.** Make check out to the International Printing Museum and mail to 315 Torrance Blvd., Carson, CA 90745.
3. **Credit Card.** Visa MasterCard AmEx

CARD NUMBER _____
EXP. DATE: _____
SIGNATURE _____



Thank you, and
see you at the Fair!

— The International Printing Museum