



2010 FREE LIBRARY FESTIVAL

Greetings!

Now that we know that Philadelphia's Free Libraries will remain open (Hooray!), we hope you'll join us in celebrating all things bookish at the 2010 Free Library Festival! This year's fest takes place Saturday and Sunday, April 17 and 18, at the Parkway Central Library on the Benjamin Franklin Parkway in Philadelphia. **We hope you will join us this year as an exhibitor!**

Now in our fourth year, the Festival has taken a prominent place in the literary life of the region, drawing 35,000 visitors in 2009! Our annual two-day celebration of reading and literacy, the Festival weekend is packed with free events for the whole family, including high-profile author appearances, live musical performances, and children's authors and entertainment—and visitors flock to the Festival's bustling Street Fair and Literary Marketplace to peruse what's new in the publishing world.

Festival Exhibitors include independent and major publishers, university presses, museum publishers, self-publishing companies, independent bookstores, literary magazines, literacy organizations and educational programs related to literacy, and, of course, authors. Companies creating new products and technologies related to books, literacy, publishing, or writing are also welcome to participate.

The Festival is a great opportunity to get regional exposure for your company, sell books, promote new releases, distribute information, and develop relationships with readers in person.

Booths at the 2010 Free Library Festival are now available! To reserve yours today, complete the Exhibitor Registration Form & Contract available online at www.freelibrary.org. **Space is limited and booths will be sold on a first come, first served basis.** Booths have sold-out every year so far, so please register early!

For more information, please contact us at 215-567-4341 or via email at the addresses below.

Best regards,

Sara M. Goddard
Operations Manager, Free Library Festival
goddards@freelibrary.org

Susan Strecker
Program Assistant
streckers@freelibrary.org