

**San Francisco 2018
Antiquarian Book
Print & Paper Fair®**

February 2nd-3rd
Friday 11am-8pm
Saturday 10am-5pm
South San Francisco
Conference Center

National & International

Exhibitors Featuring:

Antiquarian & Rare Books on
All Subjects • First Editions

• Modern Literature •

Manuscripts • Childrens Books

• Illustrations & Art •

Antique & Modern Prints

• Vintage Photographs •

Posters • Autographs

• Postcards • Ephemera •

Maps & Exploration

• Science Fiction •

California & The West

• Typography

Nancy Johnson Events Management

\$12 Admission • 650-773-4824 • sfbookandpaperfair.com



Welcome to the 2018 San Francisco Antiquarian Book Print & Paper Fair®!

First of all, let us introduce you to our venue, the South San Francisco Conference Center. The Center is 21st century all the way. No more leaky roofs at older facilities. Interior lighting is excellent and the building is carpeted from the moment you enter the lobby until you leave. No pillars in the ballrooms. Complimentary wireless connectivity. In-house catering, and yes, we are serving drinks and pastries on set-up day. Free parking onsite!

Location is just off Highway 101, 15 minutes from San Francisco, 20 minutes from Silicon Valley, 5 minutes from San Francisco International Airport. BART connects San Francisco and the East Bay via the South San Francisco and San Bruno stations. CalTrain station at South San Francisco.

We have developed this floorplan to provide a variety of booth sizes and pricing within the Conference Center. All lobby and ballroom booths are shown as 10'x10'; hallway booths vary. See the Contract Addendum for specifics.

There is no place in the Center where you will say "I'm going to get stuck somewhere". Signage inside the facility, volunteers and staff giving directions in the new facility, and plenty of information on our web-site pointing dealers to their locations will insure that everyone has visibility. Every booth/space has its appeal, it just depends on what you need and want. Please keep in mind that 'right inside the front door' may not be the best choice.

When Mr. Larsen's Fair at the Concourse was acquired by Nancy Johnson Events, your fellow dealers were quick to point out to me that the ephemera and paper dealers wanted to be together and on the mezzanine — don't move us! The next two events saw the majority of ephemera and paper dealers cluster to the back of the exhibit halls, and it has worked well. Baden and Oyster Point are ideal ballrooms if ephemera and paper dealers want to be together. Oyster Point also has the largest bar, drinks, and food service area!

For dealers who want frontage, or who want a less expensive selling area (pricing dependent on square footage), the booths in the hallways are good choices. The hallways connect all parts of the facility.

We are looking forward to 2018 and beyond in this venue! We know you will be pleased too!



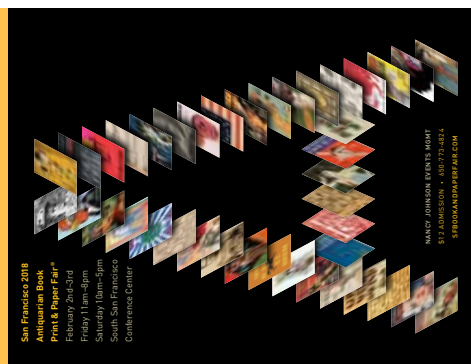
NANCY JOHNSON EVENTS MANAGEMENT LLC

Office: 1020-15th Street, #37G, Denver CO 80202, Mailing: P.O. Box 332, Pacifica CA 94044

Office: 303.595.0812 • Cell 650.773.4824

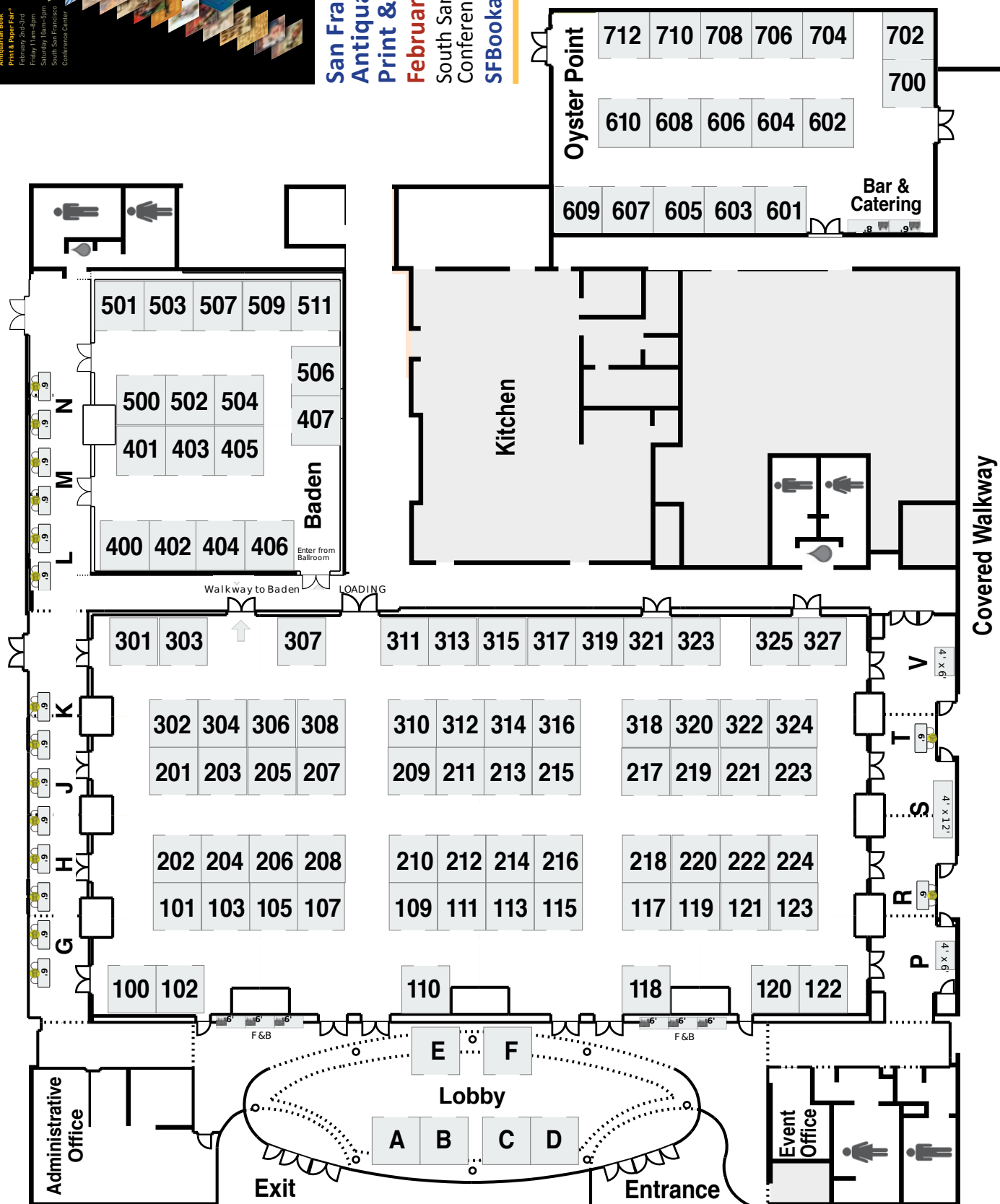
info@nancyjohnsonevents.com, www.SFBookandPaperFair.com

San Francisco Antiquarian Book Print & Paper Fair is a registered trademark. All rights reserved.



**San Francisco 2018
Antiquarian Book,
Print & Paper Fair®
February 2-3, 2018**
South San Francisco
Conference Center
SFBookandPaperFair.com

SOUTH SAN FRANCISCO
CONFERENCE CENTER



SAN FRANCISCO ANTIQUARIAN BOOK, PRINT & PAPER FAIR®

FEBRUARY 2-3, 2018

SOUTH SAN FRANCISCO CONFERENCE CENTER - SOUTH SAN FRANCISCO, CA

(A) Booth Rental - See Contract Addendum and/or Floorplan for Details

Booth Size _____

Booth Selections First _____ Second _____ Third _____ \$ _____

(B) Shared Booth Fee \$200.00 \$ _____

(C) Tables - Each booth includes 2, 3, or 4 Tables Uncovered

10'x10' Booth includes 1-6' & 1-8 Table, 10'x15' Booth includes 2-6' & 1-8', 10'x20' Booth includes 2-6' & 2-8'

_____ 2.5'x6' Tables @ \$15.00 each Uncovered \$ _____

_____ 2.5'x8' Tables @ \$15.00 each Uncovered \$ _____

(D) _____ Tablecloths @ \$15.00 each (Optional -- Bring Your Own No Charge) \$ _____

(E) _____ Electricity up to 500 watts per 10'x10.5' Booth @ \$50.00 \$ _____

(F) _____ Trophy Case (6'high x 6'wide, 22" deep, 4 shelves) @ \$295.00 \$ _____

(G) _____ Counter Case (37"high x 6' wide, 22" deep, 2 shelves) @ \$245.00 \$ _____

(H) _____ Table Top Folding Bookcase (28.5"wide, 3 shelves) @ \$40.00 \$ _____

(I) **TOTAL BOOTH FEES** \$ _____

(J) Minimum \$250 Deposit Required (Check # _____) \$ _____

Checks payable to Nancy Johnson Events Management LLC, See Addendum for CreditCard Instructions

(K) **BALANCE DUE** by January 1, 2018 \$ _____

BADGE ORDER (Print First & Last Names)

TRADE NAME _____

MAILING ADDRESS _____

CITY _____ STATE /PROVINCE _____ ZIP /POSTAL CODE _____

BUSINESS PHONE _____ email: _____

Web-Site _____

Seller's Permit California BOE (Previously called Resale Number) _____

PROMOTIONAL MATERIALS — See Separate Sheet (Information for Catalogue, Complimentary Tickets, Advertising, Social Media)

PRINT NAME _____ SIGN: _____ Date _____

Assigned Booth # _____ Acceptance By _____ Fair Management, Date _____

Send Contract & Deposit To:

NANCY JOHNSON EVENTS MANAGEMENT LLC

Office: 1020-15th Street, #37G, Denver CO 80202, Mailing: P.O. Box 332, Pacifica CA 94044

Office: 303.595.0812 • Cell 650.773.4824

info@nancyjohnsonevents.com, www.SFBookandPaperFair.com

San Francisco Antiquarian Book Print & Paper Fair is a registered trademark. All rights reserved.

SAN FRANCISCO ANTIQUARIAN BOOK, PRINT & PAPER FAIR®

FEBRUARY 2-3, 2018

SOUTH SAN FRANCISCO CONFERENCE CENTER - SOUTH SAN FRANCISCO, CA

BOOTH & EQUIPMENT FEES: SEE ADDENDUM

EXHIBIT SPACE is rented to one exhibitor; shared space approved with limitations. SEE ADDENDUM.

SELLERS PERMIT - BOARD OF EQUALIZATION: Permit Number(s) required with contract. For new permits, contact well in advance the California State Board of Equalization (www.boe.ca.gov) or by calling California BOE, 800.400.7115. You must add South San Francisco Conference Center, 255 S Airport Blvd, South San Francisco, CA 94080 as a selling location.

PAYMENTS, DEPOSITS & CANCELLATIONS: A deposit in the minimum amount of \$250.00, made payable to Nancy Johnson Events Management LLC, is required with return of contract. Management reserves the right to request a deposit in a greater sum than the above minimums, including payment in full. Management reserves the right, based on the past credit history of exhibitor, to require all fees to be paid in cash. Cancellations with deposit refund, minus \$75.00 will be accepted only sixty (60) days prior to first day of set-up, i.e. December 4, 2017. Balance of booth rental is due January 1, 2018.

SECURITY: Twenty-four hour security is provided. Bags and "sticker" closures are provided to all exhibitors.

LIABILITY OF MANAGEMENT: Exhibitor shall hold harmless Nancy Johnson Events Management LLC, the City of South San Francisco and the South San Francisco Conference Center Authority and their elected and appointed officers, officials, directors, employees, agents, contractors, and consultants (collectively, the "Authority Indemnities") from and against any and all liability, including personal injury(ies), damage or loss of merchandise, fixtures, and/or all personal property, loss of profit and/or inconveniences incurred from theft, fire, breakage, claims, expenses, or costs (including, without limitation, attorney fees and cost of litigation) of every nature arising out of or in connection with the use of the Center by Exhibitor, except such Liability caused by the gross negligence or willful misconduct of the Authority Indemnities. Furthermore, Exhibitor waives any and all rights to claims for loss or damage of any and all types in the event the South San Francisco Conference Center or any part thereof shall be destroyed or rendered untenable by fire, earthquake, or any other casualty of unforeseen occurrence, included but not limited to strikes, labor disputes, war, acts of military authority of any other occurrences. It is also agreed that financial profit can not be guaranteed from Fair participation. Exhibitor is responsible for obtaining their own insurance, and upon request, proof of insurance to Fair Management must be provided. Exhibitor must adhere to all building rules and regulations, as well as federal, state and local laws. South San Francisco Conference Center is a non-smoking and drug free facility. South San Francisco Conference Center is ADA compliant; service animals only allowed. Should it be impossible to conduct the Fair, this contract will terminate and the exhibitor waives any claim for damages except for return of deposit paid.

SET-UP & DISPLAY: Exhibitors may unload Thursday, February 1, 2018 from 9:00 a.m.- 8:00 p.m. and on Friday, February 2, 2018 from 8:00 a.m. to opening show hour of 11:00 a.m. Porters with carts will be available to assist exhibitors (tipping upon completed job at exhibitor's discretion), or exhibitors may self unload and load. During set-up, only the exhibitor will be allowed on premises. Displays will be setup by the opening hour Friday and no packing or loading is permitted until the show closes at 5:00 p.m. Saturday, February 3, 2018. All tables must be covered and skirted to the floor with a fire-retardant material. All extension cords and 'boxes' must be 3-wire. Electrical appliances which produce heat, fumes or noise or constitute a fire hazard will not be permitted. Any item requiring electricity must be within reach of your booth's surge protector without the use of an extension cord. All storage boxes must be out of sight. Merchandise, tables, structures and chairs must be kept within the rented square footage of the booth. (Note: Placing an 8' table at right angle to any table across the rear of the booth will extend by six inches booth depth at this portion of booth; only this extension to booth depth is permitted.) Dealers may arrive as early as 8:00 a.m. on both Friday, February 2, 2018 and on Saturday, February 3, 2018. All merchandise and exhibitor owned booth structure must be removed from the building by midnight Saturday, February 3, 2018.

PUBLIC SHOW HOURS: Friday, February 2, 2018 (11 a.m. - 8 p.m); Saturday, February 3, 2018 (10 a.m. - 5 p.m)

COMPLIMENTARY TICKETS: SEE ADDENDUM.

EXHIBITOR CODE OF ETHICS: Exhibitor will not misrepresent any item as to age, condition, origin or authenticity. The customer is entitled to a detailed receipt bearing the name and contact (phone number, postal address, etc.) of the seller. Fair Management reserves the right to have removed from display items that are not in keeping with the Fair's image.

INVITATION TO EXHIBIT & SPACE ALLOCATION are at the discretion of Fair Management. Your signature acknowledges acceptance of all terms as set forth in this Contract, including Addendum. The contract is non-transferable. Sign and return contract, with deposit, to Fair Management. A counter-signed copy will be returned to you at which time contract is finalized.

NANCY JOHNSON EVENTS MANAGEMENT LLC

Office: 1020-15th Street, #37G, Denver CO 80202, Mailing: P.O. Box 332, Pacifica CA 94044

Office: 303.595.0812 • Cell 650.773.4824

info@nancyjohnsonevents.com, www.SFBookandPaperFair.com

San Francisco Antiquarian Book Print & Paper Fair is a registered trademark. All rights reserved.

SAN FRANCISCO ANTIQUARIAN BOOK, PRINT & PAPER FAIR®

ADDENDUM

FEBRUARY 2-3, 2018

SOUTH SAN FRANCISCO CONFERENCE CENTER - SOUTH SAN FRANCISCO, CA

BOOTH FEES: South San Francisco Conference Center affords different layouts and booth/space size. Standard Sizes: Single 10' deep x 10' length Inline (not on corner), \$900.00. 10' deep x 10' length Corner, \$975.00. Booth-And-Half 10' deep x 10' length, \$1400.00; if Corner available, \$1500.00. Double Booth (Inline) rented to one exhibitor only 10' deep x 20' length, \$1800.00. See Booth Map for details. Electricity \$50.00. All booths dressed with 8' drape included. Corner Booths have aisle side(s) open (no drape). Lobby Sizes: A and D booths are standard 10'x10' Corner booths, \$975.00; B & C are standard 10'x10' Inline Booths, \$900.00 Spaces may be combined. Booth E and F each measures 10' deep x 14' length Corner, \$1400.00. Hallway Sizes: Spaces G, H, J, K, L, M, N in North Hallway (adjacent to Front Ballroom with direct access) 2.5' deep x 14' wide, \$350.00. Spaces P, R, S, T, V in South Hallway (adjacent to Oyster Ballroom with direct access via covered walkway), P: \$300.00, R: \$175.00, S: \$450.00 T: \$175.00, V: \$300.00.

Booth sizes in Baden Ballroom (400 through 511) & Oyster Point Ballroom (600 through 712) are Standard Sizes. Oyster Point has its own entry point along the South Hallway and its own access for loading and unloading. Bar & Catering in Oyster Point Ballroom. Both Baden & Oyster Point each have a dedicated security guard. Security is 24/7 throughout the complex.

EQUIPMENT FEES: 10'x10' Booths include 2 Tables (1-6' and 1'8, each 2.5' wide). 10'x15' Booths include 3 Tables (2'6 and 1'8, each 2.5' wide). 10'x20' Booths include 4 Tables (2-6' and 2'8, each 2.5' wide). Extra Tables in sizes 6' and 8' (all 2.5' wide) rent for \$15.00 each. Table rental cost does not include table coverings. Exhibitor may bring their own table coverings (must extend to the floor on sides visible to the public) or rent table coverings (in black linen-like fire-retardant material) at \$15.00 each. **TROPHY CASE** (6' high, 6' wide, 22" deep with 4 shelves) \$295.00. **COUNTER CASE** (37" high, 6' wide, 22" deep, 2 shelves) \$245.00. Electricity must be ordered separately if you wish to have the case(s) lighted. **TABLE TOP FOLDING BOOKCASE** (28.5" wide, 3 shelves) \$40.00. **HARDWALL:** Contact Fair Management directly for information on hardwall. Hardwall must be covered with paper.

These equipment fees are based on orders received prior to January 1, 2018; after this date, there will be a 50% surcharge.

EXHIBIT SPACE is rented to one exhibitor only. Permission to share must be requested in writing from Fair Management at time contract is signed. \$200.00 fee applies. All Exhibitors involved must sign the Contract and have individual Sellers Permit.

COMPLIMENTARY TICKETS: 8 Complimentary Tickets issued to each exhibitor, included in the contract. If needs exceed 8 Tickets, contact Fair Management. Complimentary Tickets must be the numbered Ticket issued by Fair Management, with your name and that of your guest. Complimentary Tickets will be mailed in September 2018.

PAYMENT BY CREDIT CARD: Checks preferred, but Credit Card Payments online:

<http://www.nancyjohnsonevents.com/payments.html>

This space is intentionally blank.

NANCY JOHNSON EVENTS MANAGEMENT LLC

Office: 1020-15th Street, #37G, Denver CO 80202, Mailing: P.O. Box 332, Pacifica CA 94044

Office: 303.595.0812 • Cell 650.773.4824

info@nancyjohnsonevents.com, www.SFBookandPaperFair.com

San Francisco Antiquarian Book Print & Paper Fair is a registered trademark. All rights reserved.

SAN FRANCISCO 2018 ANTIQUARIAN BOOK PRINT & PAPER FAIR®

Exhibitor Name _____ Booth# _____

Please use this diagram to fine tune your booth layout. Email a scan of the completed diagram or mail it with your contract or final payment, the latter due January 1, 2018. **Deadline: January 1, 2018.**

For all numerical booths, a single booth measures 10' deep by 10' wide'. For Booths A through V, exhibitors will be contacted with the custom measurements.

Two tables are included in the basic booth rent, additional tables 8' or 6' are \$15.00 each up until January 5. Tables measure 30" wide x 8' in length or 30" wide x 6' in length. They are rented 'naked'! You provide your own table covers or you may rent black fabric covers from Fair Management at \$15 each (fits booth size tables). Folding Bookcases (28.5" wide, three shelves) are available at \$35 each.

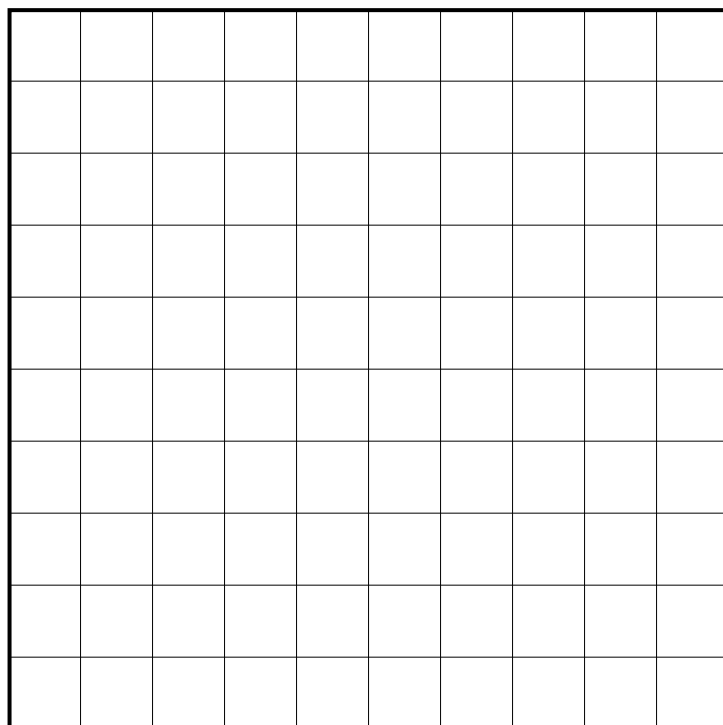
We are now able to offer additional styles of showcases, so that your booth is customized exactly as you want it. Prices remain two-tiered: either "trophy" at \$295 each or "counter" at \$245.

If you want to rent hard-wall and paper (mostly used for prints and art), contact Nancy Johnson. All hard-wall and paper orders will be handled by Fair Management.

BASIC FLOOR PLANNING KIT

For a 10' x 10' booth

BACK OF BOOTH



FRONT OF BOOTH

Here are the choices you now have for showcases:

6' - Wall (Trophy) Case	18" D x 72" W x 75"H	Black / White
6' - See-Through Trophy Case	20"D x 72" W x 75"H	Black / White
5' - See-Through Trophy Case	20"D x 60" W x 75"H	Black / White
4' - See-Through Trophy Case	20"D x 48" W x 75"H	Black / White
6' - See-Through Mirror Back Case	20"D x 72" W x 75"H	Black / White
6' - Counter Case	18" D x 72" W x 37"H	Black / White
5' - Counter Case	18" D x 60" W x 37"H	Black / White
4' - Counter Case	18" D x 48" W x 37"H	Black / White
Table top Bookcase, 3 shelves	28.5" wide \$40 each	

All orders for equipment must be received by January 1, 2018.

After January 1, 2018 there will be a surcharge of 50% for equipment. Cancellations for equipment will only be accepted until January 1, 2018.

**8' TABLE
30" X 96"**

**6' TABLE
30" X 72"**

**4' TROPHY OR
COUNTER CASE
20" x 48"**

**5' TROPHY OR
COUNTER CASE
20" x 60"**

**6' TROPHY OR
COUNTER CASE
20" x 72"**

**TABLE TOP
BOOKCASE
28.5" W**

SAN FRANCISCO ANTIQUARIAN BOOK, PRINT & PAPER FAIR®
PROMOTIONAL MATERIALS
FEBRUARY 2-3, 2018
SOUTH SAN FRANCISCO CONFERENCE CENTER - SOUTH SAN FRANCISCO, CA

CATALOGUE LISTING: Unless requested to delete any of the basic information (mark with the listing will include your trade name, booth number/letter, name of the principal contact in the company, address including city, state, zip, country, web-site, email and description of the merchandise you will feature. Please list here. YOUR NAME: _____

FREE THINGS TO PROMOTE THE FAIR: 4x6 Postcards _____; Bookmarks _____;
Antiquarian "A" Collectable Poster (24x36) of Studio Hinrichs _____. Please indicate quantity wanted.

COMPLIMENTARY TICKETS: 8 Complimentary Tickets issued to each exhibitor, included in the contract. If needs exceed 8 Tickets, contact Fair Management. Complimentary Tickets must be of the numbered Ticket issued by Fair Management, with your name and that of your guest, and will be scanned at Ticket Desk. Complimentary Tickets will be mailed with signed contract.

(1) CATALOGUE ADVERTISING: You will receive a notice in September with specifications.

(2) ELECTRONIC READER BOARD: South San Francisco Conference Center is definitely 21st Century in technology. We will offer information about the Fair itself, with a limited number of rotating advertising boards for exhibitors. No audio, nothing intrusive, but a way of promoting the events and your booth on site. Information will be emailed in September.

If either of these above are of interest now, contact Linda Ruiz-Lozito (lozito@sbcglobal.net) for print and Nancy Johnson (info@nancyjohnsonevents.com) for Reader Board digital.

SOCIAL MEDIA: Do you Facebook? Do you Tweet? What do you do on Social Media? Let us know. The more we know about your online presence, the better we can promote your booth.

Please like, follow, and engage with *your* San Francisco Antiquarian Book Print & Paper Fair® via:

Facebook — @SFAntBookFair

Twitter — @SFBookPaper

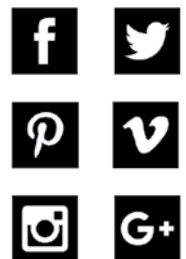
Pinterest — SanFranciscoAntiquarianBookPrint&PaperFair

Vimeo — user66444358

Instagram — nancyjohnson1281

Google+ — Antiquarian Books And Ephemera

Visit our blog with a click on SF Fair web-site: www.SFBookandPaperFair.com



NANCY JOHNSON EVENTS MANAGEMENT LLC
Office: 1020-15th Street, #37G, Denver CO 80202, Mailing: P.O. Box 332, Pacifica CA 94044
Office: 303.595.0812 • Cell 650.773.4824
info@nancyjohnsonevents.com, www.SFBookandPaperFair.com
San Francisco Antiquarian Book Print & Paper Fair is a registered trademark. All rights reserved.