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# ICP Photobook Fest 2024

## Publisher Application Guidelines

The 2024 ICP Photobook Fest will host over 60 tables of publishers and vendors selling and promoting photography books, magazines, and zine publications during a two-day weekend event welcoming over 2,500 visitors to ICP's center on the Lower East Side.

ICP invites photobook publishers to join Photobook Fest by applying to reserve a table for book displays and sales through our application process. For insight into application preparation and other frequently asked questions, please visit our website at: **[pbf.icp.org](http://pbf.icp.org)**.

**To apply to Photobook Fest, please fill out the [2024 Application](#).**

In this packet, publishers and vendors can find further information about ICP's Photobook Fest as well as how to apply to reserve a table

## Key Photobook Fest Dates

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### Friday, September 6

10AM – 4 PM

Publisher set-up and load-in

### Friday, September 6

6 PM – 9 PM

Photobook Fest VIP Kick Off Party

### Saturday, September 7

11 AM – 7 PM

Photobook Fest Open to Public

### Sunday, September 8

12 PM – 6 PM

Photobook Fest Open to Public

6 PM – 8 PM

Photobook Fest Breakdown and Load-Out

### Monday, September 9

9:30 AM – 1:00 PM

Photobook Fest Breakdown and Load-Out

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Essex Street New  
York, NY 10002  
icp.org

## General Information | Location Information

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ICP is located at 79 Essex Street, New York, NY 10002.

The load-in and load-out address and delivery address is 84 Ludlow Street, New York, NY 10002.

All Six-Foot Publisher tables will be located in the ICP galleries on the 2<sup>nd</sup> and 3<sup>rd</sup> floors

## Table Prices and Services

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- \$700 - Wall Access Six Foot Table
- \$500 - No Wall Access Six Foot Table
- \$1,200 - Corner Spot for two Six Foot Tables
- \$300 – No Wall Access Four Foot Square Table (Max 1 table)
- \$100 – Vinyl Wall Printing Add-on for Wall Table
- \*Corner table spots include one table with wall access and one table without wall access.
- \*\*Publishers/Vendors can request up to 4 six-foot tables. Table requests that include more than 3 tables must be all wall access or all no-wall access. Publishers can request only one 4 four-foot table.

## Safety Deposit & Payment

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All publishers/vendors will be required to submit a \$100 safety deposit which will be returned by October 1, 2024, as long as all conditions are met.

All table invoices must be paid by August 1, 2024, to participate in the Photobook Fest. Failure of paid invoice may result in a loss of your table/s to a waitlisted publisher. No exceptions can be made.

Public Programs Team  
programs@icp.org

📷 @ICP

🐦 @ICPhotog

📘 @ICP

## Scholarships & Discounts

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Publishers/Vendors can apply to receive a free or discounted table. Limited scholarships will be allocated and publishers must meet the eligibility guidelines as well as fill out the scholarship application. “Small publishers” can apply to receive up to 25% off their table through tiered pricing. Tiered pricing cannot be applied to corner tables or to 4-foot tables. For all applicable discounts, the publishers/vendors must meet the below guidelines:

- Publisher cannot be distributed through a major publisher.
- Publisher must have less than 6 employees.
- Publisher releases less than 10 books a year.
- Tell us about a recent photobook or zine you produced that had a social impact focus.

## Table Reservations, Equipment and Signage

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Based on reservation requests, ICP will provide publishers with:

- a 6-foot-long table or a 4-foot-long table
- a black linen
- two chairs
- table signage

Publishers can apply for a table with wall access or without wall access.

### Wall Access

Wall access display space is limited to the table and direct wall access given to each publisher/vendor.

ICP can print and hang vinyl wall signage (2’x4’) for an additional fee. Signage refers to publisher name and/or logo only. This is the only vinyl signage permitted.



*Example of ICP printed vinyl displaying publisher name/info.*

Standing signage, shelving, and additional furniture will not be allowed.

For those with wall access, only small nails can be used to hang items.

- No command strips
- No Screws
- No Vinyl (unless printed by ICP)

If accepted into Photobook Fest, we will send out more information about wall signage regulations and will request images or diagrams of set-up if applicable. Failure to adhere to these regulations may result in the forfeiture of your security deposit.

### **Corner Table**

Corner table reservations include 1 table with wall access and 1 table that will be 6 feet from the wall.

### **Four Foot Tables**

Four-foot tables are available for small and independent publishers who are bringing limited inventory. Only one four foot table can be reserved per publisher. If a publisher needs more space, we recommend reserving a 6-foot table. Four foot tables are not guaranteed to be assigned placement in ICP galleries.

### **Other Table Information**

We do not accept table placement requests. Table assignments are organized at the discretion of ICP. ICP will provide table assignments after all publisher/vendor applications have been submitted.

ICP has a segregated wifi for book sellers only. Sign-in information will be provided upon arrival.

Though outlets are available throughout the space, we cannot guarantee access to plugs or provide extension cords.

### **Sales**

Publishers/Vendors are responsible for their own sales.

Sellers must have a credit card reader device (square) or cash on hand for 'cash only' sales.

Please ensure card readers are pre-charged and/or can run through your handheld device. We cannot guarantee access to plugs or extension cords.

The ICP book store and ICP staff **cannot facilitate any sales.**

The ICP Shop cannot provide inventory to publishers/vendors and cannot accept inventory

throughout the fest.

## Shipping and Delivery

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Publishers and vendors are responsible for coordinating their books' arrival to ICP for Photobook Fest. All books must be shipped to 84 Ludlow Street, New York, NY 10002, to arrive September 3-6. All boxes must be clearly labeled.

Publisher/Vendors can drop off boxes September 3-6, 10 AM – 5 PM, or can arrive with books on Friday, September 6 for set-up as well.

Publishers/vendors are responsible for all shipping and packing supplies.

Any leftover inventory must be removed from ICP's premises by Tuesday, September 10, 12 PM. It is the vendors' responsibility to schedule pick-ups from UPS, FEDEX, or another mail-service if applicable.

Any leftover inventory or items not retrieved by September 17, will be discarded.

**ICP is unable to coordinate pick-ups/drop-offs or print and label shipments.**

## Load-in and Load-Out

Table set-up for Photobook Fest begins at 10 AM on Friday, September 6. All tables must be ready for sales by 6 PM for the VIP Preview Hour on Friday, September 6.

Break-down for Photobook Fest begins on Sunday evening from 6-8 PM and continues on Monday morning from 10 AM – 1 PM.

ICP has limited dollies, and it is recommended that you bring your own.

ICP staff cannot help move or unbox inventory for publishers/vendors.

## Programming and Book Signings

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Publishers are encouraged to schedule their own book signings and appearances at their table throughout the weekend. Once accepted, there will be a form to submit information about your scheduled book signings for inclusion on the Photobook Fest website and schedule. Publishers will be fully responsible for coordinating their book signings.

ICP will be accepting proposals for partnered programming during Photobook Fest. This year we will accept proposals for panel conversations, lectures, screenings, readings, performances, hour long workshops, or activities to be organized and led by submitting partners. The programming proposal application will open on **March 31, 2024 on [pbf.icp.org](http://pbf.icp.org)**.

Please note that programming and book signings are separate engagement opportunities.

## Communications

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Primary communications for the ICP Photobook Fest will come from [programs@icp.org](mailto:programs@icp.org). Please add this email to your address book to ensure you receive all communications. For urgent concerns, please contact Jacque Donaldson Bailey or Marley Trigg Stewart below:

Jacque Donaldson Bailey – Associate Director, Public Programs  
[Jdonaldson@icp.org](mailto:Jdonaldson@icp.org)

Marley Trigg Stewart – Manager, Public Programs  
[mtriggstewart@icp.org](mailto:mtriggstewart@icp.org)

Richard Dobbs, Senior Buyer – Books and Merchandise  
[Rdobbs@icp.org](mailto:Rdobbs@icp.org)

## Deadlines

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The Photobook Fest Publisher/Vendor Application closes on March 1, 2024 at 5:00 PM EST.

Participants will be informed of their participation status by Sunday, March 31, 2024.

Publishers must confirm their participation status by Monday, April 22, 2024.

All invoices must be paid by August 1, 2024, to participate in the Photobook Fest.

Failure of paid invoice by August 10, 2024 may result in a loss of your table/s to a waitlisted publisher. No exceptions can be made.

## Food and Drinks

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ICP's café will be open throughout the duration of Photobook Fest.

Complimentary coffee and tea are available to publishers/vendors with proof of participation (publisher/vendor badge).

There will be a publisher/vendor break area that will have light refreshments and snacks throughout the event.

## Accessibility

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ICP is committed to offering space and programs that are accessible to all audiences. ICP and its programs are accessible to people using both manual and electric wheelchairs. The museum, school, and lobby are all wheelchair accessible. Service animals are welcome at ICP.

Pets are not permitted. All gender restrooms are available on the second and third floors. [Read more about ICP's commitment to accessibility.](#)

ICP strives to provide a comfortable, stress-free experience for all. Please let us know if you require any special assistance or accommodations to meet your accessibility needs.

## **COVID-19 Safety**

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### **Vaccinations**

ICP does not require proof of vaccination for visitors.

### **Use of Mask**

Masks are currently welcomed but not required at ICP. This policy is subject to change.

Program details, times and dates, subject to change.

**Submit your publisher's application to join the event by March 1, 2024 by filling out an [application](#).**