



79 Essex Street
New York, NY 10002
icp.org

ICP Photobook Fest 2023

Publisher Vendor Guidelines and Application Information

The **International Center of Photography** presents the 2023 ICP Photobook Fest. 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 2,000 visitors to ICP's Lower East Side center.

ICP invites photobook publishers to join Photobook Fest by applying to reserve a table for book displays and sales through our application process. 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

Friday, May 12

9:30 AM - 4 PM

Publisher set-up and load-in

6 PM - 9 PM

VIP and Preview Hours for Photobook Fest

Saturday, May 13

11 AM - 7 PM

Photobook Fest Open to Public

Sunday, May 14

12 PM - 6 PM

Photobook Fest Open to Public

6pm - 8 PM

Photobook Fest Breakdown/Load-Out

Monday, May 15

9:30 AM - 1:30 PM

Photobook Fest Breakdown/Load-Out

Location Information

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.

Publisher/vendor tables will be located in the ICP galleries on the 2nd and 3rd floors of the museum.

Publisher/vendor tables will not be located in classrooms or in the School at ICP this year.

ICP School Sales and Display and public programming for Photobook Fest will take place in the Library and classrooms in the ICP School.

Table Reservations, Equipment, and Signage

ICP will provide publishers/vendors with a 6-foot-long table/s, a black linen per table, and two chairs per table.

Publishers can apply for a table with wall access or without wall access. For publishers reserving 2 tables, there are a limited amount of corner table spots available.

Public Programs Team
programs@icp.org

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

Wall access includes the option to hang signage on the wall directly behind your table. All signage must be approved by ICP ahead of the event. Once accepted into Photobook Fest, we will send out more information about wall signage regulations.

Publishers can select for ICP to print and hang vinyl wall signage (2'x4') for an additional fee.

Display space is limited to the table and wall access given to each publisher/vendor. Standing signage or materials will not be allowed.

ICP has a segregated wifi for book sellers only. Sign-in information will be provided upon arrival. We cannot guarantee access to plugs or provide extension cords.

ICP will provide table assignments after all publisher/vendor applications have been submitted. Table placement requests will not be accepted. Tables are assigned at the discretion of ICP.

Table Prices and Services

Wall Access Table- \$550

No Wall Access Table - \$400

*Corner Spot (2 Tables) - \$950

ICP prints and hangs Vinyl Signage - \$100

*Corner table spots include one table with wall access and one table without wall access.

**Publishers/Vendors can request up to 4 tables. Table requests that include more than 3 tables must be all wall access or all no-wall access.

Safety Deposit & Payment

All publishers/vendors will be required to submit a \$100 safety deposit which will be returned by June 1, 2023, as long as all conditions are met.

All table invoices must be paid by April 10, 2023, 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.

Scholarships

Publishers/vendors can apply to receive up to \$200 off a table if they meet scholarship requirements. Publishers/vendors must meet the following requirements to be eligible for a scholarship:

- Publisher cannot be distributed through a major publisher.
- Publisher must have less than 6 employees.
- Publisher releases less than 10 books a year.

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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 outlets 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

Publishers and vendors are responsible for coordinating their books' arrival to ICP for Photobook Fest. All books must be shipped to arrive May 7-May 11 to 84 Ludlow Street. All boxes must be clearly labeled.

Publisher/Vendors can drop off boxes May 8-May 11, 10 AM – 5 PM, or can arrive with books on Friday, May 12 for set-up.

Any leftover inventory must be removed from ICP's premises by Tuesday, May 16, 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 May 17, will be discarded.

Load-in and Load-Out

Table set-up for Photobook Fest begins at 9:30 AM on Friday, May 12 and all tables must be ready for sales by 6 PM for the VIP Preview Hour on Friday, May 12.

Break-down for Photobook Fest begins on Sunday evening from 6-8 PM and continues on Monday morning from 9:30 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.

Food and Drinks

Food and drink will be allowed in the galleries where the publisher and vendor tables are set up.

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

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

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Programming

Panel conversations and lectures will take place in-person on Saturday and Sunday during Photobook Fest. Programming will take place in the ICP School.

If you are interested in speaking or proposing a photographer to participate in programming, please indicate on the publisher application.

Publishers/vendors are encouraged to invite their photographers to sign their publications at their tables.

ICP will release a full programming and signing schedule ahead of the event.

Accessibility

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.

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

Vaccinations

ICP requires all staff, faculty, and students to be fully vaccinated against COVID-19.

ICP does not require proof of vaccination for visitors.

Use of Masks

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

Communications

Primary communications for the ICP Photobook Fest will come from programs@icp.org.

Please add this email to your address book to ensure you receive all communications.

Deadlines

The Photobook Fest Publisher/Vendor Application closes on February 8, 2023. Participants will be informed of their status and table assignment by February 22, 2023. Publishers must confirm their participation status by March 8, 2023.

All invoices must be paid by April 10, 2023, to participate in the Photobook Fest.

Failure to pay your invoice by April 10, 2023 may result in a loss of your table/s to a waitlisted publisher. No exceptions can be made.

Program details, times and dates, subject to change.

Next Step: Submit your publisher's application by February 8, 2023. Visit icp.org/photobookfest.