

Official Detroit Bookfest 2026 Vendor Guide

Welcome to the Detroit Festival of Books (aka: Detroit Bookfest). We are very excited that you will be joining us! If this is your first time in Detroit, we welcome you to our city!

Detroit Bookfest takes place at Detroit's historic Eastern Market. Bookfest vendors will be located at Sheds 2, 4, 5, and 6, along with Alfred Street, the DTE Plaza, and Shed 5 parking lot.

Important Reminders

Please keep the following information in mind:

- This event is BYOC (**Bring Your Own Chairs**).
- Bookfest will proceed, as scheduled, **Rain or Shine**. Please prepare yourself accordingly.
- We highly recommend that you **bring a friend** (or two) to help you setup, unload, move your vehicle, and staff your booth during your food/restroom breaks.
- [DJ Seven Whales](#) will be spinning funk music all day from the northeast corner of Shed 5.
- Our photographer, [Debbie Maciolek](#), will be taking photos. Photos will be posted on Detroit Bookfest's website as soon as we can reasonably do so; typically within 1 week.

We are committed to improving the Bookfest experience each year. We are exceptionally proud to continue to provide:

- FREE entry for attendees to enter the festival.
- Purposely LOW FEES for vendors to participate in the festival

Event Details

Date / Time	Location
9th Annual Detroit Festival of Books Sunday, July 19, 2026 10:00 a.m.- 4:00 p.m.	<i>Eastern Market</i> 2934 Russell Street Detroit, MI 48207
Official Bookfest Afterparty Sunday, July 19, 2026 12:00 p.m. - 6:00 p.m. - Free Entry	<i>Detroit City Distillery</i> 2462 Riopelle St Detroit, MI 48207

Set-up Time for Vendors

Table-based Vendors are expected to set up their booths **between 7am-10am** on the day of the event.
All **Vehicle-based Vendors MUST be set up by 9am** on the day of the event to allow time to place pedestrian protection barriers.

Tear-down Time for Vendors

Table- and Vehicle-based Vendors are expected to tear down their booth/location **between 4pm-6pm** on the day of the event. Please dispose of all trash and leave your location as clean as you found it.

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Vendor Guide

We have created a comprehensive vendor guide for you below.

If you have any additional questions, comments, concerns, ideas, etc, or if you think we should add a certain section to this guide, please email vendor@detroitbookfest.com

Afterparty

The Official Detroit Bookfest Afterparty will take place at Detroit City Distillery (2462 Riopelle Street), which is located two blocks southeast of Shed 5. The Afterparty runs Noon-6pm. This is a fun spot to hang out and chat after Bookfest.

Ages 21 and up, please.

Alfred Street

Please see the [Vending Areas](#) section of this document.

Areas

Please see the [Vending Areas](#) section of this document.

Arrival

We highly recommend arriving at 7:00 a.m., or VERY shortly thereafter, for the best parking spots.

Upon arrival, please look in your assigned area for your assigned spot. A large-print 8.5"x11" sheet will be taped to each table/location listing the Booth Number, Vendor Name (if applicable), and Lastname, First Initial of the contact person.

- Please refer to the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online to help find your booth location.
- Please give yourself more time than you think you need to unload, park your vehicle, locate your table, set up the table, etc.
- Please DO NOT park your vehicle anywhere but in a designated parking space.

You do not *NEED* to check-in at one of the Welcome Tables (see [Welcome Table\(s\)](#) section of this document), but are welcome to do so if you need assistance locating your booth.

ATM

There is a Flagstar Bank ATM embedded into the northwest exterior wall of Shed 5. If you are not a Flagstar member, there is a \$2.00 non-member fee per transaction.

There is also a Chase ATM across the street outside of Chase Bank (Russell Street @ Wilkins Street).

Attendees

This is a purposely free event. Thousands of people come with gobs of money (cash and card) to buy books and other cool items from you.

Make it as easy as possible for people to buy items from you.

- We suggest simple pricing (nice round #'s), deals (ie: buy 4, get 5th free).
- We highly recommend having the ability to accept card payments, etc.

Banner

You may want to create a custom banner and attach it to the front of your table. If you do this, **please use temporary non-sticky tape** (ie: blue painters tape or gaffer's tape) to attach.

Do not use duct tape or anything that will leave a mark or any adhesive residue. These are rental tables and they cannot be damaged.

Bathrooms

There are bathrooms located around Eastern Market. There are wheelchair-accessible bathrooms inside Shed 5 and Shed 3 and the Annex (south of Wilkins) but not at the Wheelhouse (Russell at Division Street).

They are colored blue on the Vendor Map.

Please refer to the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online for exact locations.

At the time of this printing, we DO NOT have portable toilets facilities ordered for the event. Restroom lines, particularly the women's restroom in Shed 5, do occasionally get long. Please plan accordingly.

Porta-Potty Sponsorship Opportunity

It's not AT ALL glamorous, but I can guarantee **you'd be THE most popular vendor at the festival** if you'd be willing to [Sponsor Detroit Bookfest](#) for purposes of funding additional temporary restroom facilities.

We usually reserve "Area Naming Rights" for our Bestseller sponsorship tier (\$7,500 / year), but we will be pleased to acknowledge "Additional Restroom Facilities Sponsored by *YOUR COMPANY*" at the Acclaimed Author tier (\$4,000 / year) or above.

Interested? Email sponsor@detroitbookfest.com or fill out the [Sponsorship Interest Form](#).

Breakfast

Char'latte Coffee's mobile coffee trailer will be set up by 7am outside the NW corner of Shed 5. You can purchase delicious items from them.

Bev's bagels will be selling bagels just outside the SW door of Shed 5.

The Buddy System

Please use the buddy system (ie: **bring a friend**) to assist you in managing your booth, and assist with loading, unloading, and relocating your vehicle.

- Do NOT leave your table unattended at any point.
- Bring a friend or two to help you out.
- You will want to eat, use the restroom, say hello to other vendors, scope out the event, etc.
- We recommend taking periodic breaks to walk around.

Chairs

Remember, this event is BYOC (Bring Your Own Chairs). We are only providing the space and the tables. You are responsible for supplying your own chair(s) and everything else you might need, including dollies, flatbeds, boxes, etc. Eastern Market does not have any flatbed carts you can use.

Clothing

Loose, comfortable, breathable clothing is strongly recommended. Bookfest is usually a hot and busy day. However, early mornings can be cold.

- We recommend that you bring a thin hoodie or something for early AM.
- Temps have usually been 64-72 degrees early AM.
- The highest we've seen at the peak of the day is 89 degrees.
- Please check the weather and dress accordingly.

Coffee

Char'latte Coffee Company will be selling delicious coffee and other amazing drinks at Bookfest. Their mobile coffee trailer will be set up by 7am outside the NW corner of Shed 5.

Detroit Bookfest

We are a tiny 501c3 non-profit organization staffed by volunteers. We all have day jobs. We organize Bookfest for the community in our spare time.

This is a large (and rapidly growing) event and **things don't always go 100% according to plan.** Thank you for your patience and support.

Discretion

We encourage all kinds of books, comic books, vinyl records, creative arts, maps, ephemera, etc. However, please remember this is an all-ages, **family-friendly event.** Please use the **appropriate discretion with explicit material.**

DTE Plaza

Please see the [Vending Areas](#) section of this document.

Eastern Market

Although active since the 1840's-50's, the current configuration of Eastern Market has existed since 1891. Stretching over 40 acres, it is one of the largest and oldest historic public markets in the USA. And yes, it is built on top of where the old Russell Street Cemetery was located.

Food

Most food trucks will be located on Alfred Street (south of Shed 5 and east of Russell Street). **Alfred Street will be closed to all motor vehicle traffic at 9am**, and will remain pedestrian-only during the event.

2026 Food Trucks

Vendor	Fare Served
A's Sweet Treats	fair-style treats
Batch 154	ice cream cart
Sonny's Hamburgers	slider-style burgers and fries
Tacos Hernandez	tacos and burritos
Tru Pizza	100% gluten-free pizza

Special info for Food Truck Vendors

ALL VEHICLES (including mobile carts, trailers, food trucks) **MUST be in place by 9am** on the day of the event to allow time for placement of pedestrian protection barricades.

If you are a food truck vendor, we highly recommend that you **bring a generator** and **stack of menus**.

- If you do bring menus, please drop off the menus at Bookfest Welcome Table; we will pass them out to all the vendors and make them available to attendees.
- You may also want to create a large sign outside of your truck, highlighting your Top 3-5 items. We find this helps guide people in their buying decisions and might help increase your sales or speed up your lines.

Hotels

Detroit Bookfest does not currently have a partner hotel, nor have we booked a block of rooms at a discounted rate for 2026, but we are considering this for future years.

Fortunately, the entire Metro Detroit area offers some great hotels and Airbnb's. Here are some examples. Please do your own research.

City of Detroit Hotels	Nearby Hotels Beyond Detroit
El Moore Lodge	Inn at St. Johns Plymouth
The Inn at 97 Winder	DTW Westin
Foundation Hotel	The Dearborn Inn
Westin Book Cadillac	Holiday Inn Livonia

City of Detroit Hotels	Nearby Hotels Beyond Detroit
Siren Hotel	Hampton Inn Dearborn
Aloft Hotel	
Hilton Garden Inn	
Greektown Casino Hotel	
Mint House	
Hotel Indigo	
Hotel at the Detroit Club	
Fort Shelby Doubletree	
Trumbull and Porter Hotel	
Shinola Hotel	
MGM Grand Detroit	
The Inn on Ferry Street	

Libraries

The Detroit Public Library, The DIA Research Library & Archives, and the Military Library inside Detroit's Fort Wayne, etc, are all worth checking out while you're in town. Be sure to call or email the libraries and make an appointment to tour them in advance.

Map

Detroit Bookfest takes place at Eastern Market in Sheds 2, 4, 5, and 6, along with Alfred Street, the DTE Plaza, and the Shed 5 parking lot. The official Afterparty is at Detroit City Distillery.

Please refer to the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online for detail.

Money

Bring a variety of small bills and a secure cash box to keep your money secure.

Many attendees will want to pay for items with their credit & debit cards. Don't lose out on potential sales!

- Many of our vendors have discovered that Square has a selection of reasonably-priced devices that allow them to collect Credit Card, ApplePay, GooglePay, and similar payments. Nowadays, most vendors use the [Reader for Contactless & Chips](#).
- If your mobile phone supports NFC technology, you *may* be able to take payments with the Square App for iPhone or Android, without requiring any additional hardware.
- Square charges a small percentage (%) fee per credit card transaction, which is fairly consistent with other payment processing companies. Go to [SquareUp.com](#) to see where you can find one.

Music

[DJ Seven Whales](#) will be bringing the heat in the form of Detroit-tastic funk music inside Shed 5.

Outside of Shed 5, on Alfred Street, Detroit street drummer [Deon Forrest](#), will be wowing the crowds with his amazing skills.

Eastern Market Corporation *may* have a DJ located in [Shed 2](#).

Parking

Eastern Market hosts events which attract 75,000+ people, thus, parking is certainly available. Parking in the Eastern Market District is plentiful but scattered, which includes a variety of free and metered street parking, free and for-pay parking lots, and the Eastern Market parking garage.

Come prepared and wear comfortable shoes, should you need to park more remotely.

Parking lots and garages are colored blue on the Vendor Map. Please refer to the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online for additional detail.

Metered street parking is FREE on Sundays in the City of Detroit, but please park legally so as not to block pedestrian crosswalks, driveways, gates, or fire hydrants. Tickets are issued on Sundays for illegally-parked vehicles.

The best parking lot for Bookfest vendors is the Shed 5 parking lot. It also fills up the fastest. Park here by 7am for the best available spots.

Photos

Our professional photographer, Debbie Maciolek ([Debography](#)), will be documenting the event. If you do not want to be photographed, that is fine, politely let her know.

Please contact Debbie directly via the contact information on her website regarding permission to use her photos for any purpose beyond promoting your business' participation in Detroit Bookfest on web or social media.

Restrooms

Please see the [Bathrooms](#) section of this document.

Questions

Please direct any day-of-event questions you may have to one of 3 [Welcome Tables](#) located throughout the festival. Please look for the yellow spots on the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online for exact locations.

Volunteers at these tables can assist you with any questions or issues that you may be having.

- **Prior to the event, you can also email vendor@detroitbookfest.com** with questions. This address receives a LOT of email, so please be patient if we don't respond to your question promptly.

- The vendor@detroitbookfest.com **email is not monitored on the day of the event**; we are far too busy running the event itself. Please find a volunteer at one of the Welcome Tables.

Sales

Once your vendor booth is set-up, you can start selling items to the public, whether it's 10am yet or not. Oftentimes, attendees start arriving and walking around by 9am. See also the [Vending at the Festival](#) section of this document.

Security

Eastern Market has 24-hour security. Also, the Detroit Police Department's 7th Precinct is less than one mile NE of the market.

DPD has several foot patrol officers and even some mounted police on horses at Bookfest. Also, the Detroit Fire Department has a station next door to Eastern Market

Their primary concern is the overall safety of the event; they are no substitute for YOU managing your money, merchandise, and booth wisely. See also [The Buddy System](#) section of this document.

Set-Up / Tear-Down

- Bookfest Vendor **set-up time is 7am-10am**.
- **Tear-down time is 4pm-6pm**.

ALL VEHICLES (including mobile carts, trailers, food trucks) **MUST be in place by 9am** on the day of the event to allow time for placement of pedestrian protection barricades.

The sooner you tear-down your vendor booth, the more we will love you. And by "tear-down", we mean clearing the table of your items, not breaking the table in half with a karate elbow strike.

Shed

Please see the appropriate subsections of the [Vending Areas](#) section of this document.

Surveys

The week after Bookfest, we will email a digital survey to all Bookfest vendors. Please take a few minutes to fill this out with your honest feedback of the experience. This helps us greatly.

Tables

All tables are sturdy wood-top and plastic-top tables. These babies are rentals, so please treat them with care. **Please DO NOT bring additional tables of your own.**

We receive a variety of 6'-long and 8'-long rectangular tables, with the exact breakdown dependent upon availability from our Table vendor. Please be prepared to handle either size table on the day of your event.

In general, 6' tables are used indoors (especially Shed 5), whereas 8' tables are used outdoors (Shed 5 Parking lot, DTE Plaza, Alfred Street) where we have more space available to accommodate them. However, some variation to that rule-of-thumb may occur.

Tear-Down

Please see the [Set-Up / Tear-Down](#) section of this document.

Tents

Detroit Bookfest does not supply tents. If you have a tent, it is your responsibility to set up your own tent. The Bookfest team cannot set up your tent for you.

If you have been assigned an outdoors vendor spot (Areas: DTE Plaza, Alfred/Division Streets, Shed 5 Parking Lot), you are responsible for bringing your own tent or canopy.

- You can purchase these at places like Dunhams, Amazons, Walmart, etc.
- The recommended tent size is a 10x10 pop-up tent (unless prior approval implemented), **with side panels**.
- To secure your tent from possible winds, you will want to use tent weights or tent sandbags, water weights, etc.
- Please have the ability to close-off all 4 sides of your tent/canopy to protect your merchandise, in case we encounter temporary rain, high winds, or similar inclement weather.
- Please observe the dashed-lines labeled "Aisle" on any maps for guidance in orienting the open side(s) of your tent. Please refer to the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online for detail.

Tote Bags

For Detroit Bookfest 2026, we will be offering tote bags for attendees for a suggested donation of \$5, in conjunction with our primary sponsorship partner, [Kiwanis International](#) Clubs of Metro Detroit.

Attendees, and Vendors, for that matter, can obtain the Detroit Bookfest 2026 tote bags at the following Kiwanis International vendor locations (marked **purple** on the map):

- MAIN Kiwanis Table (#88) is located in the SW corner of Shed 5.
- NORTH Kiwanis Table (#667) is located at the NW corner of Shed 6.
- SOUTH Kiwanis Table (#203) is located at the NE corner of Shed 2.

Please refer to the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online for detail.

Tote Bag Insert Sponsorship Opportunity

We are offering *confirmed* Detroit Bookfest 2026 vendors the opportunity to have up to 1,000 flat/2D marketing materials inserted into these tote bags. This "First Published Work" [sponsorship tier](#) is available for \$500 / year. (see page 11 of linked Sponsorship Kit in the linked post for details).

- Sponsor will be expected to provide up to 1,000 flat/2-dimensional promo items (cards, flyers, bookmarks, etc.) prior to July 13, 2026.

- Unfortunately 3-dimension materials, such as mini tape measures, sunglasses, or plastic toys are very difficult for us to accommodate.
- \$0.50 per person is a small price to reach our dedicated, book-loving attendees, in their own home, after the festival.

Interested? Email sponsor@detroitbookfest.com or fill out the [Sponsorship Interest Form](#).

Traffic

Based on years of experience, we highly recommend arriving as early as possible at the Market. Every Summer, Michigan has a high volume of expressway construction.

Please double check your route the day before, and allow adequate time for any construction or accident delays.

Transporting Your Merchandise

We recommend buying a foldable dolly or flatbed to transport your heavy boxes of items from your *legally-parked* vehicle to your booth location.

- DO NOT block parking lot aisles to unload/load your merchandise!!!!
 - No matter how temporarily you think you'll be there, traffic jams pop up almost immediately.
 - The excessive horn-honking that ensues *will* kill the vibe of the festival setup/teardown phases.
- Sturdy boxes with hand-holes and plastic totes are great.
- Use a bungee cord to secure them to your dolly.
- Consider utilizing the space underneath your table by putting boxes on top of furniture dollies, so they can be easily pulled in and out by customers.

Again, **Eastern Market DOES NOT have any flatbed carts you can use.** Similarly, Detroit Bookfest organizers DO NOT have any carts, dollies, or other moving equipment you can use.

Vending Areas

Alfred Street

Alfred Street OUTDOORS vending area is located between Russell and Riopelle Streets, between Shed 4 and Shed 5. See also the [Tents](#) section of this document if assigned to this area.

Most food trucks will be located on Alfred Street. See also [Special info for Food Truck Vendors](#), if applicable.

Table-based vendors assigned to this area are encouraged to park their vehicles on the West side of Russell street, or in the small parking lot East of [Shed 4](#).

DTE Plaza

DTE Plaza is East of Russell Street, just West of Shed 5.

This is the large open-air (OUTDOORS) plaza. During Bookfest, this is the Community Activities area featuring many kid's book vendors and activities. See also the [Tents](#) section of this document if assigned to this area.

Table-based vendors assigned to this area are encouraged to park their vehicles on the West side of Russell street, or in the small parking lot East of [Shed 4](#).

Shed 2

Shed 2 is located East of Russell Street, Between Adelaide and Winder Streets. It is a large shed with a covered roof, but no walls (SEMI-OUTDOORS).

Detroit Bookfest will occupy the East quadrant of Shed 2, while non-Bookfest vendors (managed by Eastern Market Corporation) will occupy the North, West, and South quadrants of the structure to ensure a solid stream of traffic to Bookfest vendors assigned to this area.

It is at the South end of Eastern Market, and serves as a gateway to the market from a large parking lot just south of the Market, as well as plentiful service-drive parking and south-of-Gratiot street parking.

Table-based vendors assigned to this area are encouraged to park their vehicles in the parking lot just South of Shed 2.

Shed 3

Shed 3 is located South of Division Street, East of Russell street.

No Detroit Bookfest 2026 vendors will be assigned to Shed 3, but it will be FULL of non-Bookfest vendors (managed by Eastern Market Corporation) to draw steady traffic through Shed 3 and down to [Shed 2](#).

Shed 4

Shed 4 is East of Russell Street, Between Alfred and Division Streets. It has a covered (low) roof, but no walls (SEMI-OUTDOORS).

Shed 4 is the “connector” shed between Sheds 3 and 5, featuring high traffic and a very linear traffic flow. Detroit Bookfest vendors will be in the North end of Shed 4, with on-Bookfest vendors (managed by Eastern Market Corporation) in the South end.

Table-based vendors assigned to this area are encouraged to park their vehicles on the West side of Russell street, or in the small parking lot East of [Shed 4](#), if open.

Shed 5

Shed 5 is East of Russell Street, North of Alfred Street. It has a covered, (high) roof, and large garage door-style walls, making it fully INDOORS if garage doors are closed.

Built in 1981, Shed 5 is 22,000 square feet and features restrooms near the East entrance.

Table-based vendors assigned to this area are encouraged to park their vehicles on the West side of Russell street, or in the West 2/3rds of [Shed 5 Parking Lot](#).

Shed 5 Parking Lot

Shed 5 Parking Lot is North of Shed 5, West of Shed 6. The East 1/3rd of the parking lot will be partitioned off via barricades for OUTDOORS vendors. See also the [Tents](#) section of this document if assigned to this area.

The West 2/3rds of the parking lot is the ideal spot for Shed 5, Shed 5 Parking Lot, and Shed 6 vendors to park their vehicles.

See also [Special info for Food Truck Vendors](#), if applicable.

Shed 6

Shed 6 is West of Riopelle Street, Between Wilkins and Alfred Streets. It has a covered (very high) roof, but no walls (SEMI-OUTDOORS).

Shed 6 serves as the North gateway to the festival from 2 very large parking lots NE and NW of the Market, featuring high traffic and a very linear traffic flow.

Table-based vendors assigned to this area are encouraged to park in the West 2/3rds [Shed 5 Parking Lot](#), in the large parking lot NE of Shed 6, or along Wilkins or Alfred streets, west of Riopelle.

Vending at the Festival

Bring flyers, business cards, book stands, bowls of wrapped mints/candies, eye-catching props, etc, anything you need to make your vendor table be successful.

- Try acknowledging all customers with a smile and nod.
- Please DO NOT bring extra tables or stack your booths too high, you will be asked to remove them.
- Vendors *may* bring small, freestanding, portable (non-table) racks or shelves for use in their booth area. Rack placement MUST NOT impede traffic flow for the festival or infringe adjacent vendors' space; You will be asked to remove unstable, impeding, or infringing displays promptly.

Make it as easy as possible for people to buy items from you.

- We suggest simple pricing (nice round #'s), deals (ie: buy 4, get 5th free).
- We highly recommend having the ability to accept card payments, etc.

Weather

Detroit Bookfest takes place in a variety of indoor, semi-indoor (roof-covered, open sides), and fully-outdoors spaces.

The event proceeds, as scheduled, **rain or shine**. Please plan accordingly.

Please see the [Tents](#) section of the document for additional guidance for outdoor vendors.

Weather-Related Cancellations

The event *may* be cancelled or terminated early in the event of SEVERE weather advisories issued by government entities, or if we are directed to so by Eastern Market Corporation or City of Detroit authorities for safety reasons.

- Refunds are NOT available for vendor table fees in the event of such cancellation or early terminations.
- Sponsors should refer to their sponsorship contracts for remediation options.

Welcome Table(s)

There are 3 welcome tables throughout the festival, marked **yellow** on the map:

- MAIN Welcome Table (#89) is located in the SW corner of Shed 5.
- NORTH Welcome Table (#666) is located at the NE corner of Shed 6.
- SOUTH Welcome Table (#204) is located at the NE corner of Shed 2.

Please refer to the (very small print) [Vendor Map](#) at the end of this document, or the [Detroit Bookfest 2026 Vendor Map](#) online for detail.

Wi-Fi

Yes, there is free Wifi (wireless internet) at Eastern Market.

- A separate "Vendor-Only" Wi-Fi network is provided to facilitate vendor transaction/payment processes.
- The Vendor Wi-Fi Password changes quarterly.
- The current Vendor Wi-Fi Password will be available at all 3 [Welcome Table\(s\)](#) for confirmed vendors.
- Please take a photo of the Wi-Fi sheet with your phone in case you need to reconnect.

