



Application Guidelines

The 2026 San Francisco Photobook Fair will host over 30 tables of publishers and vendors selling and promoting photography books, magazines, and zine publications during a two-day weekend event. The Harvey Milk Photo Center invites photobook publishers and artists to join the fair by applying to reserve a table for book displays and sales through our application. The fair will take place October 17th and 18th 2026.

In this packet, publishers and vendors can find further information about the fair as well as how to apply to reserve a table.

Key Photobook Fair Dates

May 15th

Submissions open

June 19th

Submissions for the 2026 fair close

July 16th

Accepted vendors notified

August 31st

Vendor payments due to secure participation

Friday October 16th

10 AM - 5 PM Publisher set-up and load-in

Saturday, October 17th

930 AM - 11 AM Publisher set-up and load-in

11 AM – 5 PM Photobook Fair Open to Public

Sunday, October 18th

11 AM – 5 PM Photobook Fair Open to Public

5 PM – 6 PM Photobook Fair Breakdown and Load-Out

General Information | Location Information

The Harvey Milk Photo Center is located at 50 Scott St, San Francisco, CA 94117

Street parking is available in the neighborhood, but we highly recommend using public transport or other means of transport if possible. There is a pay lot nearby at the CPMC Davies Campus—the entrance is located at 45 Castro Street.

The nearest Muni lines include the N-Judah (closest stop is at Noe Street/Sunset Tunnel East Portal), 24-Divisadero, and 22-Fillmore, along with the 6 and 71 lines, the F-Market, and all of the Muni Metro lines via Church Street Station.

All tables are located on the ground floor of the center.

Table Prices

- \$200- Wall Access Full Table
- \$150 - No Wall Access Full Table
- \$75 - No Wall Access Half Table

Full tables are 72"x30" and half tables are 36"x30"

Payment

All publishers/vendors will be required to submit payment in full by **August 31st, 2026**, to participate in the Photobook Fair. Failure of paid invoice may result in a loss of your table(s) to a waitlisted publisher. No exceptions can be made.

Scholarships & Discounts

Publishers/Vendors can apply to receive a free or discounted table. Limited scholarships will be allocated based on need and at the discretion of the Photo Center team.

Equipment and Signage

Harvey Milk Photo Center will provide vendors with:

- a table
 - Full tables are 72"x30"
 - Half tables are 36"x30"
- One chair for half tables, two for full tables
- Black tablecloth

Publishers can apply for a table with wall access or without wall access. Standing signage, shelving, and additional furniture will not be allowed.

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

- No command strips
- No Screws
- No Vinyl

Other Table Information

We do not accept table placement requests. Table assignments are organized at the discretion of Harvey Milk Photo Center.

The Photo Center will provide table assignments after all publisher/vendor applications have been finalized.

Wifi is available onsite. 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.

Photo Center staff cannot facilitate any sales. The Photo Center cannot provide inventory to publishers/vendors and cannot accept inventory throughout the fair.

Load-in and Load-Out

Vendors are responsible for coordinating their books' arrival to the Photo Center for the fair. Vendor load-in for the SF Photobook Fair begins 10 AM - 5 PM on Friday October 16th and continues Saturday, October 17th 930 AM - 11 AM

Break-down for the Photobook Fair is on Sunday October 18th from 5-6 PM.

Photo Center staff cannot help move or unbox inventory for publishers/vendors. Any leftover inventory or items not retrieved by October 20th will be discarded. We will have some carts available for your use, to be shared.

Harvey Milk Photo Center is unable to coordinate pick-ups/drop-offs or print and label shipments.

Communications

Primary communications for the SF Photobook Fair will come from harveymilkphotocenter@sfgov.org. Please add this email to your address book to ensure you receive all communications.

Deadlines

The Photobook Fair Application closes on June 19th 2026 at 5:00 PM EST. Applicants will be informed of their participation status by July 16th, 2026. Applicants must confirm their participation status by August 31st, 2026.

All invoices must be paid by August 31st, 2026, to participate in the Photobook Fair. Failure of paid invoice may result in a loss of your table(s) to a waitlisted applicant. No exceptions can be made.

Accessibility

Harvey Milk Photo Center is committed to offering space and programs that are accessible to all audiences. The Photo Center and its programs are accessible to people using both manual and electric wheelchairs. Service animals are welcome at the Photo Center. Restrooms are available on the ground and first floors of the center, and the first floor is accessible by elevator.

Please let us know if you require any special assistance or accommodations to meet your accessibility needs.

COVID-19 Safety

Harvey Milk Photo Center does not require proof of vaccination for visitors. Masks are currently welcomed but not required at the Photo Center. This policy is subject to change.

Program details, times and dates, subject to change.