

BOOKTOWNE

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Local Author Tiered Event Program

With so many options to get your book printed and sold, BookTowne has put together an Event Program of how we can best work with a local authors. Working with Local Authors is a big part of our business and we feel strongly about giving you a “home” for your new book. Having said that, we receive a large amount of requests for events on a daily basis. Our Tier Program offers a variety of ways to sell your book at BookTowne.

Thank you for considering BookTowne!

Tier 1: Consignment (\$40 + 60/40 + 90 Days in Local Author Section)

Books will be sold under a Consignment Agreement with terms of 60/40 (in favor of the author) and BookTowne will keep the books on the shelf for 90 days in our Local Author Section. Author will pay a \$40 administration fee. Because of our limited space we will start with three books at time to sell at the store. When those books sell, BookTowne will contact the author to replenish the inventory. BookTowne reconciles the Local Author Section every six months. Consignment Agreements will be updated to reflect the new inventory. (Terms: 60/40, \$40 + 90 Days in Local Author Section.)

Tier 2: On-site Signing (no presentation) (\$55 + 70/30 + Store Display + eNewsletter)

This is our second Tier when the Author is scheduled for a one hour signing during our business hours at BookTowne. This type of event includes a scheduling fee of \$55. Events are co-marketed by the Author and BookTowne. The event is included in BookTowne’s Newsletter which is emailed to over 3800 customers. Poster provided by the author will be on display in front and back of the store and prominent shelf display of the book will be scheduled for two weeks prior to the signing. The event is one hour and is held onsite at BookTowne’s Manasquan location. Author will be provided a table and space to meet and greet customers as they come into the store. BookTowne’s sales team will be engaged in selling the book along with the author. Author is asked to

invite from their list of network, to help boost attendance and sales. Author must use their marketing channels to raise awareness of their event. Customers will meet and greet the author at the signing table. No discussion session is included in this tier. (Terms: \$55 + 70/30+ Inclusion in BookTowne's Newsletter, Event Shelf Display + Store Signage).

Tier 3: On site Book Event with Presentation (\$130 + 70/30 + Store Display + Inclusion in eNewsletter +Light Refreshments)

This Tier is perfect for debut authors or new publications. BookTowne loves to celebrate new books. Let BookTowne be the HOME BASE for your next Author and Book Launch Party. This package includes:

- **Inclusion of your event details and marketing copy in BookTowne's eNewsletter.**
- **Front Window and Back Door Store Signage.**
- **Book will be prominently displayed in our Event Section for two weeks prior to event as well as a 90 Day Shelf Consignment Agreement.**
- **Light refreshments provided by BookTowne.**
- **BookTowne will set up chairs to accommodate 20 people (seated) in our store.** Standing room will be available too.

This event is 1.5 hours and includes a book discussion and Q&A Session with plenty of time to mingle with the attendees, sign books and take photos. There are two presentation formats the author can choose from:

- **Interview Format** where we start off the discussion with four easy questions about your book and the story behind the pages. Organically questions and a discussion will begin with the audience.
- **Presentation & Q&A Format.** This is a 20 minute talk about the book, includes a powerful excerpt reading selected by the author, followed by 15 minutes of "Q and A" with the audience.

Both formats are followed with a chance to shop, purchase the book, mix and mingle and take photos with the author. Each of these formats allow time for light snacks and beverages to be served. Events under Tier 3 include a fee of \$130 and consignment terms of 70/30 with 90 days Shelf Space in our Local Author Section.

For all Tiers: a Consignment Agreement must be completed before an event is confirmed. BookTowne must approve any decorations and any additional celebratory food to be served during this event.

Terms and Conditions Apply to All Tiered Events).

- ✦ Book must be professionally bound and approved by staff.
- ✦ All inventory is provided by the Author.
- ✦ Inventory must be delivered on the day of the event, not before. Due to storage limitations, we can only have a small amount of inventory (3-5 books) before the event.
- ✦ Store sponsored events are scheduled at least two (2) months in advanced.
- ✦ Author must commit to actively marketing and advertising their book and event at BookTowne. Such as, including BookTowne's website, street address, and Social Media Links when mentioning their Event Details on your Professional Website, Social Media Accounts and any Marketing Collateral.
- ✦ Author must disclose if they are scheduling an event within a 20 mile radius from BookTowne's location before or after our event. These details are necessary to make sure we are not sabotaging our event or anyone else's. Thank you for your honesty and cooperation.
- ✦ Author must plan on inviting at least 50 names to their event. We don't expect everyone on your list to support your event but this effort helps both BookTowne and Author collaborate on the attendance and success of the event. BookTowne will also commit to notifying their customer's about the event.
- ✦ Author must live within 50 miles from the store or have a strong network or significant family and friends in the area to help support the promotion and success of the event.
- ✦ Author Consignment checks are written every six [6] months.
- ✦ If after 90 Days, a review of inventory and unsold books will be returned to the author. If the Consignment Agreement is not renewed, books must be picked up in 15 days of notification or they will be donated.
- ✦ Upon approval of your book, the author must submit a current digital Media Kit which includes:

1. Press Release**2. Short Author Bio****3. Brief Book Summary**

4. Author Head Shot (.jpg) - Images must not exceed 100KB or 600 pixels wide with the maximum width being 800 pixels.

5. Book Cover (.jpg) - Images must not exceed 100KB or 600 pixels wide with the maximum width being 800 pixels.

6. Two COLOR Posters for Store Window Display: Size: 11" x 17"

- ✦ Checks are made payable to BookTowne and returned with a completed Author's Consignment Agreement.
- ✦ Questions? Contact Maribeth Pelly at events@booktowne.com or call (732) 245-4975 or call BookTowne at (732) 722-7255.
- ✦ Visit our website and sign up for our Free Newsletter by visiting www.booktowne.com. Thank you!

AUTHORS CONSIGNMENT AGREEMENT

AUTHOR Name _____

Mailing/Shipping Address

Direct Phone _____ **Email** _____

Website Address: _____

CONFIRMED Date OF EVENT _____

Book TITLE and Genre:

*******Event Tier:** _____

*******Term: Tier Start Date:** _____ **Tier End**
Date _____

You Agree to Co Market This Event with BookTowne? Yes/No

Event Fee Included: \$ _____

BOOK Inventory Record:

_____ **Copies of** _____ **at \$** _____ **(Retail)**

Consignment Terms: _____ **% consignment OR \$** _____ **net price per copy**

AUTHOR's SIGNATURE _____

Date _____

BookTowne Staff Signature _____

Date _____

(Please retain a copy of the Consignment Agreement and Book Inventory Record for you Records)