Loganberry Books

Author Alley

Saturday, July 11, 2015, 12pm-4pm

We are pleased that you are interested in participating in our annual Author Alley event. In response to the growing success of Author Alley we now need to take measures to cap participation at 50 authors. Participation will be juried by Loganberry Staff with first choice going to local authors whose book has been published within the past 12-15 months. To enhance the professionalism of the event, and to ensure a positive experience for everyone, we have established clear and defined requirements, rules and expectations. Please review and if you have any questions feel free to contact Darcy (216.795.9800 or darcy@logan.com).

1. Author Alley is a gathering and book sale for local writers. Self-published as well as nationally published authors working in Northeast Ohio will have the opportunity to meet and mix with each other, swap writing and publishing stories, as well as meet their loyal and potential readers.
2. Participation is free for both authors and audience. Space is limited and participation is juried by staff to ensure a compelling event year to year. Participation is capped at 50 authors. Loganberry may refuse any exhibitor for any reason.
3. As an independent bookstore we look at this event as a way to support our local authors. While not stipulated, we hope that participating authors live in or have direct ties to Northeast Ohio.
4. Books must be professionally bound, single or joint authorship, ISBN registered.
5. Loganberry Books will be responsible for supplying books published and distributed through mainstream publishers.
6. Self-published or POD books must be supplied by the author (i.e. Create Space, Lulu, iUniverse, AuthorHouse, etc.). Loganberry Books will take the standard 40% commission, and pay for the sold copies within two weeks. You will receive a Purchase Order (written request) for the inventory needed for Author Alley. You **must** then supply Loganberry Books the requested inventory **6-8 weeks** before the event to allow time for processing and promotion prior to July 5. Our storage space is limited so please only bring what is requested. You will **not** need to bring any additional inventory the day of the event unless requested by Loganberry Staff.
7. Loganberry Books will serve as sales agent of the day, taking care of all point-of-sale business (change, checks, credit cards, receipts, bags, sales tax, etc.).
8. All sales must go through Loganberry Books. Books may not be traded, bartered, swapped or given away during Author Alley.
9. Authors will supply short book descriptions (blurbs) and book images (.gif or .jpg) for promotional use. Due 6-8 weeks before event.
10. Author must commit to actively marketing and advertising their appearance at Author Alley. Your website you must link to www.loganberrybooks.com. In addition we ask that you please do some of the following:
    - Invite 10-25 people to the event (family, neighbors, co-workers, local reporters, etc.)
    - Place a minimum of 5 flyers promoting your appearance at Author Alley in various locations around town.
    - Blog about the event before and after.
    - Take advantage of social media to promote your appearance at the event.
11. Weather permitting; we will set up in the driveway area to the east of Loganberry Books. Tables and chairs will be provided. If you have any special needs please discuss this with Loganberry staff well in advance of the event so necessary arrangements can be made.

12. Author will be provided table space and a chair to meet, greet and engage customers in a professional manner. Authors may bring additional marketing materials to help them with this process, but please keep in mind outdoor conditions and limited space. All marketing materials must directly relate to the book. No political/social propaganda. Friends and family members are encouraged to come and enjoy the event, but they are not permitted to sit with you at the table.
13. Official hours are 12pm-4pm. Please begin setting up sometime **after 11am**, and be ready for customers by noon. No exhibit may be dismantled prior to 4:00pm.
14. Parking will be provided in parking lot near Loganberry Books. We will provide you with parking details closer to date.
15. Author agrees to be available for interviews and photographs prior to or during the event (as available). We reserve the right to use these photos and interviews for any promotion.
16. Loganberry Books is not responsible for the safety of exhibits or exhibitors. Personal injury and property insurance is solely the exhibitor's responsibility.
17. There is no smoking in the building or on the lawn/driveway of Loganberry Books.
18. This event is part of the Larchmere Festival sponsored by the Larchmere Merchants Association.
19. If, for any reason, Loganberry Books is prevented from sponsoring this event, this agreement is cancelled. The terms of this agreement may change at any time.

Please mail a signed copy of the registration form to Loganberry Books. We look forward to having you!

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Author: _____

Pay To:_____

Address: _____

_____

City and County of Residence: _____

Phone(s): _____

E-mail: _____

Website:_____

Facebook:_____Twitter:_____

Book Title: _____

Brief Description (blurb): _____

_____

_____

Publisher and Date: _____

ISBN: _____

Genre: _____ Retail Price: _____

Confirm the following:

❒ I will email a gif or jpg image of the book cover to darcy@logan.com.
❒ I agree to co-market this event with Loganberry Books.

Author Signature _____ Date _____

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