

Small Press Signings

Rev. 7/16/14

The booksellers at Fiction Addiction love books and we love to support our local authors published through small presses and are happy to host them for events if the following criteria are met:

Inventory Availability

Books must be available to us on a returnable basis, at a standard discount (40% or more), from one of our existing suppliers that does not charge a restocking fee for returns. Alternatively, the author or press can provide us with books to sell on consignment at the event.

Event Promotion Fee

If author event coop is not available, the author or publisher must pay a fee to help cover the costs of promoting the event. The fee amount depends on the event option you choose:

- 1) In-store Signing, \$75
2 hours during normal store hours at a table near the door.
- 2) Book Talk & Signing, \$100
We can seat up to 60 guests. Author should be prepared to talk/read for 20 minutes, then take Q&A, then sign books.
- 3) Launch Party during normal store hours, \$100
The store will provide a nonalcoholic fruit punch and paper/plasticware (cups, plates, napkins, utensils). The author is encouraged to bring a cake or other refreshments. Alcohol is allowed.
- 4) Launch Party or Book Talk outside normal store hours, \$150

In exchange for the event promotion fee, Fiction Addiction will:

- Display the book in a prominent place in the store.
- Host the event.
- List the book and event on our website.
- Send out a press release to local media outlets and/or provide you with our media list
- Feature the event in our monthly email newsletter. (If event is scheduled at least 8 weeks in advance)
- For local authors, we can also create an 11x17 event poster that you can distribute around town.

Fiction Addiction cannot guarantee sales or turnout at the event. We advise all authors and presses to work with us to promote the event by:

- Having author photos and book covers available as .jpgs and providing them to us in a timely manner along with an author bio and plot summary of the book(s).
- Having an author website we can link to and listing our event on your website.
- Creating an email mailing list of the author's friends, family, and interested readers that you can forward an event announcement or press release to.
- Following up on our press release by reaching out personally to local media such as the Your Carolina TV show, Walter Edgar's Journal on NPR, and regional papers like City People, The Greer Citizen, etc.

Links on your website

a) If you have a purchasing link to our competition -- Amazon or Barnes & Noble -- on your website, we require that you also include a purchase link to your book on our website (replace the isbn in this link with that of your book: <http://www.fiction-addiction.com/si/9780985112202N.html>) or add a link to indiebound (see <http://www.indiebound.org/spread-word>).

b) If your website has an events page, we require that you update that page with information about our event, preferably linking to the event page we created for you on our website.

At the Event

a) Please do not bring any merchandising material with you that list our competitors -- Amazon and Barnes & Noble -- unless it also mentions us and/or Indie Bound.

b) Please do not refer customers to any of our competitors during the event. We are happy to ship books anywhere in or out of the country and will continue to stock your book after the event. Customers not purchasing that day can be told that they can get the book from us at a later date.

If you can meet the above criteria and are interested in scheduling an event, please email the owner, Jill Hendrix, at jill@fiction-addiction.com or call her at 864-675-0540.