

Small Press Virtual Signings

Rev. 5/27/20

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 virtual 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 for the event.

Event Time

We use the store internet to host virtual events and therefore need to host these events after our regular store hours. Our preferred event time is Monday-Thursday at 6pm. Virtual events can be hosted up to 2 weeks prior to the book release.

We will also require the author to attend a technology test event to familiarize them with our virtual platform. This test will take place prior to the actual event at a time agreed upon by store owner Jill Hendrix and the author.

Event Format

Store owner Jill Hendrix will moderate virtual events on the Crowdcast.io platform. The author will give a 15-20 minute talk and then take Q&A.

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:

Virtual Event, \$150

We will host a virtual event on Crowdcast.io. If possible, we would like the author to sign books in the store prior to the books being sent/given to customers. If that is not possible, we would like the author to provide signed bookplates for all books sold for the event.

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

- Display the book in a prominent place in the store.
- Host the event on Crowdcast.io.
- List the book and event on our website.
- Send out a press release to local media outlets (if event is scheduled at least 8 weeks in advance) 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 have printed to distribute around town (if event is scheduled at least 4 weeks in advance).

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

Fiction Addiction · 1175 Woods Crossing Rd #2, Greenville SC 29607 · 864-675-0540

<http://www.fiction-addiction.com> · info@fiction-addiction.com

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 an affiliate to Bookshop (replace the isbn in this link <https://bookshop.org/a/25/9780985112202> or create your own affiliate account).

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

During the Event

a) Please do show anything that lists our competitors -- Amazon and Barnes & Noble -- unless it also mentions us and/or Bookshop.

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.

Competing Events

Author agrees not to book competing events (virtual or local in-person) within 2 weeks before or after our event.

If you can meet the above criteria and are interested in scheduling an event, please email the store at info@fiction-addiction.com or call us at 864-675-0540.