



**BOOKNOFURTHER**  
Stop, Shop & Read

## Author Event Agreement & Application

**Book No Further** is committed to offering the community high-quality literary experiences, including author presentations, readings and book signings, especially local authors and books about Western Virginia. To be considered for an event, read the following policies carefully, complete and sign the form and submit to the store with a copy of your book and a completed book data sheet.

Because of the considerable time required to promote, prepare for and staff events Book No Further charges a non-refundable fee for most events. Cost for a two-hour event (signing, talk, Q&A, etc.) is based on publisher type. Fee/type determination is at the sole discretion of Book No Further:

**\$50** University Press

**\$50** Small/Independent Press

**\$75** Self-Published (includes hybrid)

**No fee:** Major National (*Imprints and partners of Hachette Book Group, HarperCollins, Macmillan Publishers, Penguin Random House or Simon and Schuster*)

*(The fee may be waived at the discretion of Book No Further once store's net receipts exceed the fee. Invitation-only events presented by Book No Further for local authors do not require fee payment.)*

The fee covers:

1. Consultation with store staff with the author/agent/publicist to discuss event details and confirm date, ideally four (4) to six (6) weeks in advance.
2. Reserved event space at our store at 112 Market St SE Roanoke 24011 or other space as agreed upon. Exact location in the store is at the discretion of Book No Further
3. Seating as appropriate (up to 25) a podium, microphone, speakers, laptop, projector and signing table
4. Staff to setup, manage and breakdown after the event.

Book No Further agrees to promote the event as follows:

- List the event on the calendar BNF website and elsewhere as appropriate. (e.g. *Roanoke Times*, Downtown Roanoke, Inc. etc.)
- Create and promote a Facebook event.
- Create and print an event poster and displayed it in the store.
- Feature the event in Shelf-Awareness newsletter.
- Announce the event to BNF customers via email.
- Promote through social media (e.g. Twitter, Instagram, etc.) as appropriate.

The author agrees to:

1. Accept the terms and conditions in this document and the BNF Consignment Sale Agreement.
2. Provide the agreed upon quantity of books for consignment sale by BNF unless other arrangements are made in advance with BNF
3. Conduct all book and other sales at the event through the store.
4. Aggressively promote the book and event to the author's personal and professional network and following through, but not limited to, social media, website, local media, etc.

While Book No Further makes every effort to ensure all store events are successful, we do not guarantee any level of audience attendance or sales and reserve the right to cancel the event at any time for any reason.

To request a specific date, complete the information below and submit, along with a completed consignment agreement and Book Data Sheet, to Book No Further, 112 Market St. SE, Roanoke 24011 or [info@booknofurther.com](mailto:info@booknofurther.com)

## Event Application

Event Contact \_\_\_\_\_

Phone/cell no. \_\_\_\_\_

Email \_\_\_\_\_

Author Name(s) \_\_\_\_\_

Phone/cell no. \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

Website \_\_\_\_\_

Proposed-Event Title	Date	Time
<p><b>Details and Format</b> <i>Reading, signing, presentation, panel.</i> Authors with limited or no name recognition in the local area are highly encouraged to create theme events jointly with other authors to attract a larger audience. Only one fee will be charged for joint appearances.</p>		
<p><b>Book you are Promoting:</b> <i>You must also complete the book data sheet below.</i></p>		<p><b>Release date:</b></p>
<p><b>Name of publisher/imprint</b> <i>If self-published, printer name</i></p>		
<p><b>Publisher Type</b></p>	<p><input type="checkbox"/> Self-Published (\$75 fee)</p> <p><input type="checkbox"/> Small/Independent Press (\$50 fee)</p> <p><input type="checkbox"/> University Press (\$50 fee)</p>	<p><input type="checkbox"/> Major National (<i>Imprint or partner of Hachette Book Group, HarperCollins, Macmillan Publishers, Penguin Random House or Simon and Schuster</i>) (No Fee)</p>
<p><i>(The fee may be waived at the discretion of Book No Further once store's net receipts exceed the fee in gross sales for most events. Invitation-only events presented by Book No Further for local authors do not require fee payment.)</i></p>		
<p><b>Intended Audience:</b></p>		
<p><b>Author/Publisher Marketing Plan</b></p>		
<p><b>Audio/Visual Needs</b></p>	<p><input type="checkbox"/> Podium</p> <p><input type="checkbox"/> Microphone &amp; Speakers – <i>required for audience of more than 15.</i></p>	<p><input type="checkbox"/> Projector</p> <p><input type="checkbox"/> Laptop</p> <p><input type="checkbox"/> Signing table</p>
<p>Any audio or visual presentations must be submitted one week in advance for approval.</p>		

**Approval Process** By submitting this application, you acknowledge that you have read the program details on the previous page, agree to the terms and conditions and understand that all decisions are made by Book No Further on case by case and are final. Payment is required to confirm event date.

**Signature**

**Date**

\_\_\_\_\_

\_\_\_\_\_

Author: \_\_\_\_\_

<b>Book Title</b>	<b>Genre</b>
<b>Retail Price</b>	<b>ISBN</b>
<b>Primary audience</b> for your book. Be specific (i.e. age, interests, affiliations etc.) PLEASE REMEMBER no book is suited for everyone.	
<b>Sales Channel</b> (store name, website etc.)	<b>Format</b> (eBook, softcover, hardcover)
<b>Price</b>	

**Regional Tie, if any**  
*Check all that apply*

I write about Western Virginia  
 I live in Western Virginia

My book is set in Western Virginia  
 None of the above

**Genre** *Please check all that apply*

**Fiction - select all that apply**

- Action/Adventure
- Appalachian
- Christian
- Fantasy/Science
- General
- Local (setting \_\_\_\_\_)
- Literary
- Military
- Mystery
- Romance
- Science Fiction
- Western
- Other: \_\_\_\_\_

**Children**

Fiction  Non-Fiction

**Audience/Reading Level.**

- Picture book
- Early Reader
- Young Adult
- Other: \_\_\_\_\_

**Non-Fiction: Hobbies & Crafts**

- Antiques & Collectibles
- Architecture
- Art
- Comics & Graphic Novels
- Cooking
- Crafts & Hobbies
- Design
- Games
- Gardening
- House & Home
- Humor
- Lifestyle
- Media TV & Film
- Music
- Performing Arts
- Poetry
- Photography
- Sports & Recreation
- Other: \_\_\_\_\_

**Non-Fiction: Personal, Science & Society**

- Body, Mind & Spirit
- Business & Economics
- Computers
- Education
- Health & Fitness
- History
- Humanities
- Medical
- Nature
- Philosophy
- Political Science
- Psychology
- Reference
- Religion
- Self-Help
- Society/Social Science
- Sociology
- Travel
- Other: \_\_\_\_\_

Submit completed application and book to:

**Book No Further 112 Market St. SE Roanoke, VA 24011 [info@booknofurther.com](mailto:info@booknofurther.com)**

This form is also available on line at <https://goo.gl/XCuGyv>