



Hampton Roads Writers ***AUTHORFEST 2016***

February 2016

Hello fellow writers. My name is Lynn Yvonne Moon and I'm excited to be this year's coordinator for the Hampton Roads Writers (HRW) **Authorfest 2016**. This year the event venue has drastically changed. Therefore, please read through the entire packet carefully. If you have any questions, do not hesitate to contact me.

Authorfest 2016 will now be co-hosted by Barnes & Noble Booksellers located at 4485 Virginia Beach Blvd, Virginia Beach, VA 23462. The event is scheduled for two-days and will be held on **Saturday, November 12 and Sunday, November 13, 2016**. Hours are scheduled from **10:00 a.m. to 4:00 p.m.** on both **Saturday and Sunday**. Therefore, it is imperative that authors check their schedules to ensure availability for both days. ***Partial days or times will not be acceptable.*** An author must be present and willing to stay for the entire event.

Also, beginning with this **Authorfest**, we request a *twenty-five (\$25.00)* dollar fee to cover the cost of printing program booklets and advertising.

In order to qualify for **Authorfest 2016**, you must be a member of **HRW**. If you do not know if your membership dues are current, please contact me and I will let you know. Another new requirement is that all books offered at **Authorfest 2016** (either self or traditionally published) must be available through a book distributor. Having your books sold through a distributor is an exciting opportunity for our published members. Your books, if they meet the criteria in this packet, will be available in B&N bookstores and not just online. Think about it. Your novel, with your picture on the back, on a B&N book shelf!

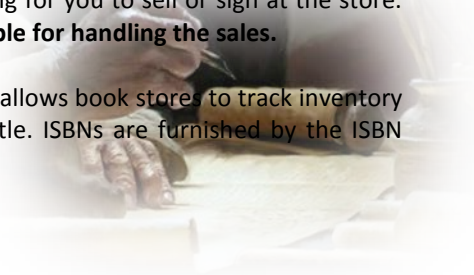
How exactly will **Authorfest 2016** work? Small author tables will be scattered throughout the B&N book store. Each table will be placed near the section of similar genre books sold by B&N. In other words, if you have a children's book, your table will be in the children's book section. If you have a science fiction novel, you will be placed in the science fiction section. Each author will be scheduled a reading time. We don't know yet how much time you'll have to read from your published work. That will be determined closer to the event when we know how many authors will participate in **Authorfest**. The new venue allows our authors the opportunity not only to meet and greet potential fans, but also allows them to create a relationship with a major book store.

In order to qualify for Authorfest, authors' books must meet several criteria. If your book does not meet one or more of these criteria, don't panic. Simply contact me and let me know what's missing. I can recommend several options to bring your book(s) up to the level needed to meet the requirement of stores such as B&N.

THE CRITERIA

One - you will need a published book—either self or traditional. The book must be available in print—either hard copy or soft. We are sorry, but if your book is only available in e-copies, there will be nothing for you to sell or sign at the store. **Authors will not be allowed to sell their books at their tables. B&N will be responsible for handling the sales.**

Two - all books must have an ISBN and it should appear on the back cover. The ISBN allows book stores to track inventory and sales information. An ISBN is a 10-digit number that specifically identifies a title. ISBNs are furnished by the ISBN Agency.





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Three - all books must have a bar code. Bar codes help book stores handle their books more efficiently. The bar code incorporates the ISBN when scanned, thus accurately recording all sales. Book industry uses the Bookland EAN bar code, not the UPC.

Four - Binding (saddle stitch, staple, perfect, plastic comb, ring) what does your book have? Perfect binding is more expensive, but perfect-bound books have the potential for a longer shelf life and better sales because the name of the book can be printed on the spine. Since most of the titles in B&N are placed on shelves with the spine out, stapled or saddle stitched books essentially disappear. If your book is plastic comb-bound or perfect-bound, the title and other pertinent information should be printed on the spine. Otabind is another type of perfect binding that allows a paperback to lie flat.

Five - All books must be available through a wholesaler. Placing your book with a book wholesaler may determine whether or not B&N can sell it. Wholesalers normally expect a 50-55% discount, pay in 60-90 days, and expect books to be returnable. Some expect free freight. Placing your book with a wholesaler will simplify your billing (one invoice to one location). It also allows B&N to place larger orders and put the book on automatic replenishment. Wholesalers are used by many segments of the book industry: publishers, libraries, and booksellers. Other bookstores order from the same wholesalers used by B&N.

Six - Compare the price of your book to other titles of similar topic and quality. If your book is over-priced you may have to negotiate with B&N before they will accept it.

Seven - B&N requires all vendors to certify that their products meet applicable compliance requirements, including but not limited to the Consumer Product Safety Improvement Act of 2008 (CPSIA). Vendors are expected to maintain knowledge of and comply with all safety standards for their products. If your book is available through a book distributor, then you do not need to worry about this requirement.

As I said above, do not be discouraged if your book currently fails one or more of the above criteria. B&N will work with you. I will help you. HRW is there to assist our members as they grow. Ensuring that your book(s) meet these requirements is actually a major benefit to you.

HRW is excited to offer this extraordinary opportunity to our members. If you are not a member, it is simple enough to become one. A membership application is attached to this packet. **Authorfest 2016** even will be an amazing opportunity our published members. We will be allowed to bring in our marketing materials. We will be allowed to offer handouts and trinkets at our tables. We may read from our published book or from a book soon to be published.

As always, if you have any questions or concerns, do not hesitate to contact me by phone or by email. I look forward to working with you again on this event. My contact information is below.

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Authorfest Event Coordinator
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757-373-7752



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Authorfest 2016 Registration

Submission Deadline – September 17, 2016

Authors please complete this registration and return to HRW along with your check or money order for \$25.00. Once we receive your application and fee, we will submit your information to B&N to begin the process. *Once you've submitted this form, you will receive an email with further instructions. You will be request to submit a recent color photo and a .jpg of your book cover within 30 days of being notified that you have a table.*

Author First Name

Author Last Name

Author Street Address

City

State

Zip

Author Phone Number

Author Email Address

Author Web Address

I am a current paid member of HRW

I want to join HRW and my application and membership fee is enclosed

Author Bio – Short bio of 100 words or less.

Books – List the book(s) you wish to promote at Authorfest 2016 – write on back if you need another line.

Book Title	Book ISBM	Date Published	Publisher / Mailing Address / Email	Price of Book

Mail Form and \$25.00 Application Fee to:

Hampton Roads Writers
P.O. Box 56228
Virginia Beach, VA 23456

Applications must be received prior to September 17, 2016. Any applications received after this date will be returned.





Hampton Roads Writers
Where Characters Connect
membership application

To join HRW for one year, please complete and mail this sheet along with a check or money order of at least **\$35.00** to:

Hampton Roads Writers
P.O. Box 56228
Virginia Beach, VA 23456

Name: _____

Address: _____

Email: _____

Phone: _____

New Membership *Membership Renewal* *Additional Contribution \$ _____*

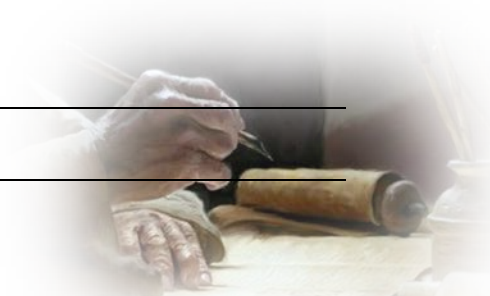
Your yearly membership fee is 100% tax deductible.

In an effort to grow and improve our organization, Hampton Roads Writers plans to share news of our endeavors and events. Publicity ventures will include, but are not limited to, internet postings, print publications, television, and radio, and will be comprised of photos, videos, and/or interviews related to HRW and news events. By signing below, you indicate your permission to be filmed, photographed, taped, (audio or video), and interviewed for the above-mentioned purpose. If you choose to decline such exposure at an event, you may approach the photographer and ask to be directed out of camera's range or decline an interview when asked.

My tax-deductible amount of \$ _____ is enclosed.

Signature: _____

Date: _____



Where Characters Connect