



Author Event Requirements

Thank you for your interest in a possible author event at The Book Cellar. We host quite a few events every month and our event space is in high demand. Any author interested in an event must meet the following standards:

- Have a book published within the last year.
- Have your book stocked at The Book Cellar.
- Books must be available at standard retail terms (minimum 40% discount and fully returnable).
- Pay a \$75.00 event fee*. This helps us cover promotional and other event costs.
- Agree to promote the event yourself and commit to inviting a minimum of 20 people.

If your situation meets these standards, please send a detailed proposal to our events email at bookcellarevents@gmail.com. Please include the following information:

- A concise summary of the book including the date of publication.
- A short bio of the author.
- What type of event you are looking to hold (reading, signing, discussion group, etc).
- Dates and times of other events you will be having in the Lake Worth area.
- Your promotional plans for the book/event.
- Your estimated attendance and sales?
- Time frame you are looking to book an event.

We will review your proposal. In addition, we will match your proposal with our customer base as well as other events in this category to determine if your event would be a good fit for our store. If we are interested, we will contact you to arrange a date and time for the event.

It is important to note that in addition to the event promotions listed below, each author needs to work to promote their own events to the local media, newspapers, special interest groups and personal contacts.

- Listed in our monthly event calendar posted in store
- Listed in our monthly email newsletter
- Listed on our online event calendar
- Extensive social media outreach via Facebook, Twitter and Instagram
- Outreach through our community partners, when applicable
- Promotion in store by bookselling staff

* A \$75.00 fee is required in order to book an event at The Book Cellar. This fee helps us cover event promotions and operating costs. An invoice for this fee will be sent along with a confirmation of your event. Payment is due via check at least two weeks prior to your event.

We look forward to working with you!