

TIPS FOR AUTHOR EVENTS

- **Start planning events as early as possible.**
Many venues set their events schedules 6 months or more in advance.
- **Target an audience that is best for your book.**
If your book is scholarly, the best audience will be a scholarly one. If your book has wider appeal, then a bookstore or library event is possible.
- **Coordinate the timing of events after the publication date.**
Books ship before publication date, but take time to get to all stores. Be sure to check with us about a book's schedule when planning events.

We can help solicit events, especially with bookstores, but in our experience the contacts you already have are our best bet. We encourage you to work closely with us on event scheduling, but remember that we publish over 75 books per season, so we rely on your help in this area as well.

Please keep Courtney Brach informed of all book-related events so that she can reach out to local media, where appropriate, and we can promote the event on social media. Please use the below event form as a guide for providing us with all the necessary details. Our website has an events calendar page and an events feature on the homepage, so with enough advance notice, we can add details of any event there and we can send out social media and even send targeted emails with enough notice.

Event Sales

If the event is held at a store or in a bookstore's events series, they will generally order books. With enough notice, we can make sure this happens through our sales representative, but please be sure we have all of the necessary information in time. For events with organizations or institutions, please let Jeremy Grainger know at least two months in advance the details of the event (date, time, location, organizer, and approximate number of people in attendance) so that we can arrange to have books sold at the event. If a bookseller is not available, we encourage you to sell books yourself if at all possible. You may purchase books at your author discount for this purpose, and books left over may be retained by you or returned to our warehouse for credit.

If I'm ordering for an event, how many copies should I get and how shall I price them?

A good approach is to order enough books for a quarter of the estimated attendance, but know your audience. If the book is just published and you or your department is hosting a party for colleagues, you may need more copies. If the event is a few months after publication, or held at a library, fewer copies will likely be sufficient. We suggest offering a small discount at events – 20-30% is often customary, but round the price up or down, so you don't have to make complicated change. Some of our authors use a simple device that attaches to their smart phone or tablet to enable them to take credit or debit cards, such as the inexpensive Square (<http://squareup.com>). Please note: state sales tax laws vary widely, and if you sell books you may be responsible for collecting state sales tax.

Can I bring my author discount flyer to events?

Yes, generally this is a good alternative to having books there, or if you are only able to bring a few books, or if the venue doesn't allow sales. Readers will be happy to get a discount and free freight from us. However, please do not use these flyers if a bookstore or organization is handling sales – we do not want to risk alienating them by cannibalizing their sales.

My talk is at an overseas conference. How does that work?

We need more advance notice to arrange for sales – allow at least two months. We can work with our international sales partners to produce a flyer for you. Contact Jeremy to arrange. Bring some of our flyers as well for Americans who might be in the audience.

Can a representative from the Press sell books at my event?

We prefer to work with local retailers. For local events (in NYC and central New Jersey), this might be possible on a limited basis. Please understand that we have a small, hardworking staff and we often can't be available. Again, consult with Jeremy as far in advance as possible. If you are planning an international event, please let us know as soon as possible so that we can loop in Eurospan (International, outside of North America) or UBC Press (Canada) to ensure that books are sold at the event(s). Please note that their resources for international events are limited and authors are largely responsible to make arrangements.

What about virtual events?

With the COVID crisis, events have gone virtual in a big way. This can increase audience size, but it makes it tougher to sell books via venues that traditionally handle sales, like bookstores. We can work with stores to get them stock or get our distributors to do drop shipping to their customers, or we can offer a direct discount for purchase from us. Advance planning is critical. Contact Courtney and Jeremy, so we can work with the bookstore or venue.



EVENT INFORMATION FORM

Event Date, Time, and Location:

Organizer's Name and Contact Details (both phone and email):

Who's ordering books?

- ☐ I am
- ☐ A representative from the venue, or a hosting organization (please list contact details, phone and email below)
- ☐ A representative from a local bookstore (please list contact details, if you know them, below)
- ☐ Books won't be available for sale, but I will bring copies of the discount flyer

If the event is sponsored by a bookstore or is part of a reading series, who is the publicity contact?

Please list any links to websites with information about the event and the social media accounts of organizations/individuals affiliated with the event (i.e. bookstore, scholarly society, event host, etc.):

Additional information:

Make additional copies. One form or email per event. Send to courtney.brach@rutgers.edu