

Third Place Books Event Application

Thank you for your interest in setting up an author event at Third Place Books. We take pride in giving authors a space to promote their work and connect with the community. We host more than 200 events each year and have come to understand the challenges of producing successful events. Because our events program is in such great demand, we request that all potential authors complete this questionnaire. This helps us determine if your book is a good match for your community.

You can email the completed application with your digital media kit (50-100 word book synopsis, 2-3 sentence bio, jpg image of the book cover & jpg author image) to :

Lake Forest Park - Events & Marketing Manager, Zak Nelson

znelson@thirdplacebooks.com

Ravenna – Events Coordinator, James Ganas

jganas@thirdplacebooks.com

Seward Park – Events & Marketing Manager, Zak Nelson

znelson@thirdplacebooks.com

Completion of this application does not guarantee an event at Third Place Books. All applicants are subject to approval.

Name:

Contact Email:

Date:

Book Title:

Author Name:

ISBN:

Publisher:

- 1. Is your book available through Ingram wholesalers? Is your book available at a 40% discount and fully returnable to your publisher/wholesaler?**
- 2. Will you be able to provide books on consignment terms if need be, handling all delivery, invoicing and returns yourself?**
- 3. What is the target audience for your book (i.e. history buffs, scientists, gardeners, book groups, kids, etc.) and why do you think your book will interest them?**

4. Is there a local or regional connection in the book? In what way?

Third Place Books expects authors to conduct their own publicity campaign by reaching out to friends, family, local media, and any organizations that might find your topic/book interesting.

The following questions will help us gauge your participation level for publicity.

1. **How many personal friends or family members would you expect to attend this event?**
We have found that 90% of the success for local authors comes from the promotional efforts of the author. To have an event at Third Place we ask that you be confident that you can draw 20-25 from your own personal contacts.
2. Please list all of the avenues of publicity and marketing you will engage in, such as press releases about your event to local media, creating & hanging posters, distributing flyers, listing event on your social media, websites and e-newsletters, etc. :
3. Have you received any previous publicity, and if so, when and where?
4. What organizations might be interested in your topic and book, and which ones will you contact?
5. Please include any additional information that maybe pertinent to your book or an event.