



## Third Place Books Event Program

Third Place Books hosts more than 200 in-store and off-site events each year. We have a few guidelines for booking events, and information we will need from you in order to consider your potential events for our store.

1. Please familiarize yourself with our events calendar for the types of events we host. We carefully curate our event programming based on past events, and current customer trends. While we wish we could accommodate all authors, not every book is the right fit for our store.
2. Third Place Books considers events for books that have been released three months prior to the potential event date, as we are promoting new books. We book events three months in advance, based on media and ordering schedules, so keep this in mind before you approach our store for an event. We rarely accommodate last-minute bookings.
3. Book availability is extremely important when considering events. Your books must be available through a publisher or wholesaler we work with regularly, and have the normal bookstore ordering terms. Ingram is the most common wholesaler for events we work with, however, just because a book is available through Ingram doesn't mean your title will be available to our store. Books must have a minimum standard discount of 40% off the retail and be fully returnable. No exceptions are made.
4. If your books are not available through a publisher or wholesaler we work with, or good ordering terms are not available, we may be able to consider carrying your book on consignment. Please see our [CONSIGNMENT INFO/AGREEMENT FORMS](#).
5. Most of our events are held in the Den, the Third Place Stage is only available if expected event turnout surpasses 150, and are free and open to the public. We can accommodate any format an author wishes, from the standard reading/Q&A format to an in-conversation discussion. We have a screen and a projector available for multi-media presentations as well. Authors must bring their own laptop (and if it's a Mac, the adapter to connect our VGA cord). We also have a lectern, microphone, and signing tables. Events last up to an hour and we leave time at the end for books sales and signing. Each event is assigned a staff member as host for the evening; this host will guide you through your event, and gives each author an introduction.

6. Third Place Books does extensive marketing for all of our events. We promote our events through our website, at times social media, print calendars, media listings, and in-store displays. We do not share our media contacts. You will need to provide a digital media kit that includes high res images of the jacket cover and headshot (vertical, not horizontal, please).
7. While Third Place Books does quite a bit of publicity, it is up to authors and publicists to promote their event and book within the community. We find that for local authors and authors from small presses that the entirety of the success lies with their own promotion. This promotion should include reaching out to the local media, friends & family, organizations that might be interested in your book or topic. We also ask that all authors list their event on any websites, social media and email lists they maintain.

For consideration for an event, please fill out and email an Author Event Application (available at [thirdplacebooks.com/event-booking-authors-music](http://thirdplacebooks.com/event-booking-authors-music)) to our Events and Marketing Manager, Zak Nelson, at [znelson@thirdplacebooks.com](mailto:znelson@thirdplacebooks.com). We appreciate your interest in our event program and look forward to working with you.

*Updated 1.17.17*