

Loganberry Books

Author Alley

part of the Larchmere Flea Market & Festival

Saturday, July 2, 2011, 12pm-4pm

Here are some general guidelines, basic rules and expectations, and other pertinent information.

1. Author Alley is a gathering, display and booksale for local writers. Self-published as well as nationally published authors working in Northeast Ohio will have the opportunity to meet and mix with each other, swap writing and publishing stories, as well as meet their loyal and potential readers. Book sales are encouraged.
2. Participation is free for both authors and audience. Space is limited. Loganberry may refuse any exhibitor for any reason.
3. Weather permitting, we will set up in the driveway area to the east of Loganberry Books. Various and sundry tables, tablecloths, and chairs will be provided (bonus points if you can bring your own card table). No one may exhibit at the table other than the exhibitor.
4. Participating authors must live in Northeast Ohio. Books must be professionally bound, single or joint authorship (no anthologies), ISBN registered.
5. All sales must go through Loganberry Books. Books may not be traded, bartered, swapped or given away during the Book Fair.
6. Loganberry Books will serve as sales agent of the day, taking care of all point-of-sale business (change, checks, credit cards, receipts, bags, sales tax, etc.).
7. For mainstream publishers available through Baker and Taylor with usual trade terms, Loganberry will supply copies of your book for sale at the retail price.
8. Self-published or POD books must be supplied by the author (i.e. PublishAmerica, iUniverse, AuthorHouse, etc.). Loganberry Books will take the standard 40% commission, and pay for the sold copies within two weeks.
9. Author agrees to be available for promotional interviews and photographs prior or during the book fair (as available). We reserve the right to use these photos and interviews for any promotional needs.
10. Authors will supply short book descriptions (blurbs) and book images (.gif or .jpg) for promotional use.
11. Loganberry Books is not responsible for the safety of exhibits or exhibitors. Personal injury and property insurance is solely the exhibitor's responsibility.
12. Official hours are 12pm-4pm. Please begin setting up sometime after 11am, and be ready for customers by noon. No exhibit may be dismantled prior to 4:00pm.
13. The Loganberry driveway will serve as a loading dock, but you will need to park your vehicle elsewhere. We will provide you with parking details as the date of the event approaches.
14. There is no smoking in the building or on the lawn/driveway of Loganberry Books.
15. This event is part of the Larchmere Flea Market and Festival sponsored by the Larchmere Merchants Association.
16. If, for any reason, Loganberry Books is prevented from sponsoring this event, this agreement is cancelled. The terms of this agreement may change at any time.
17. Please mail a signed copy of the registration form to Loganberry Books. For questions, please call. We look forward to having you!

13015 Larchmere Boulevard ♦ Shaker Heights, Ohio 44120 ♦ 216.795.9800

www.loganberrybooks.com ♦ harriett@logan.com

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Saturday, July 2, 2011, 12pm-4pm

Author: _____

Address: _____

Phone(s): _____

Website/E-mail: _____

City and County of Residence: _____

Book Title: _____

Brief Description (blurb): _____

Publisher and Date: _____

ISBN: _____

Genre: _____ Retail Price: _____

Check one of the following three:

- Mainstream Publisher: Books are available thru Baker & Taylor.
- Small or Independent Press: I will contact you about book supply.
- Self-Published or POD: I will be supplying my own books for sale.

- I can bring my own card table and chair (Harriett says thanks!).
- I will email a gif or jpg image of the book cover to harriett@logan.com.

Author Signature _____ Date _____