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| |  | | --- | | **Sarah Greenberg**  **sgreenberg@buenavistalibrary.org** | | Thu, Sep 29, 1:03 PM (22 hours ago) |  |  |
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Hello authors!

I hope you all have had a wonderful and productive year. It's time to prepare for our Local Author Fair (new and improved, thanks to your suggestions from last December!).

The Local Author Fair will take place on Saturday, December 3, from 12:00—3:00 p.m. at the Buena Vista Public Library.

This year, we have lots of new features to share with you! In order to make this a roaring success, the deadline to register is**OCTOBER 20**. Please reply with the following information:

**Your Name**(as you would like it written on your author table and in marketing material)**:**

**Email:**

**Phone Number:**

**Title of book(s):**

**Display Case Space\* (Y / N):**

**Raffle donation\*\* (Y / N):**

\* (Library display cases are reserved for local authors for the month of November. If you want to reserve space for your books, please indicate)

\*\* (If you would like to donate one of your books to the raffle to be held during the Fair, please indicate)

Here are some of our planned improvements:

**Marketing:**

- The Library will run an ad for the Author Fair in the Chaffee County Times and The Mountain Guide.

- Chamber inclusion. We are working closely with the Chamber to be sure the Author Fair is listed on the Chocolate Walk card and in the radio spots.

- Display cases. For the month of November, all of the Library display cases will be devoted to the Author Fair. Once I know how many authors are participating, I can allocate the display cases. You may display your books and are encouraged to create a scene or otherwise make use of the space (with props related to your work or the writing process, for example).

- Uniform signage. The Library will label each table with a themed sign displaying the author's name.

- Shareable marketing content. The Library will create a social media post and pdf flyer to share with participating authors to promote the event.

- Signage. The Library will create a large poster displaying names of participating authors. Depending on the number of authors, we may also be able to include the title of your book or series. This will hang in the Library foyer in November.

**Event additions:**

- Events for you! We are working on programs within the fair that will be of interest to you and the local writing community. Authors will have the opportunity to share a 1-minute "elevator pitch" with attendees to highlight their book(s), and we are working on a panel discussion on a topic relevant to writing/publishing.

- Raffle. Authors may donate a book to the raffle to be held during the Author Fair. The raffle may also include handmade journals, notecards, and other items from local artists.

- Panel discussion. Topic TBD, but we are working on hosting a panel discussion on a topic relevant and beneficial to our writing community.

- Table accessories. Authors are encouraged to bring promotional items (such as chocolate, bookmarks, stickers, etc.) to attract visitors to your table and promote your book(s).

Please feel free to share this with others in the local writing community. We look forward to seeing everyone!

Warm regards,

Sarah

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Sarah Greenberg

Adult Services Coordinator

Buena Vista Public Library

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