

## Guidelines and Application for Returning Authors

### Criteria for Author Acceptance Payson Book Festival – July 13, 2024

1. This is a family-oriented event open to Arizona authors and publishers only.
2. Authors must have a physical product to sell. There is no limit to the number of titles or items offered for sale.
3. We recommend that each author obtain a Square reader to be able to process debit/credit card payments. Each author will be responsible for processing her/his own sales and for following all state and local policies regarding collecting and remitting sales tax.
4. All authors may arrange for sales of their books onsite by an independent book service. If interested in this option, contact **Duncan Books**, [dr\\_books@ymail.com](mailto:dr_books@ymail.com), two months before the event.
5. Applications should be **postmarked no later than January 30<sup>th</sup>, 2024**. Applications will be accepted on a first come, first-served basis. Authors will be notified of acceptance no later than February 28th, 2024. **Failure to register as a returning author by 1/30/24 means you will pay full price for your table.**
6. A wait list may be developed after all table spaces have been filled. Authors may be notified on a very short notice, sometimes just a few days from the event. We suggest that if you do request to be added to the waiting list, reserve the date.
7. Authors must **provide a headshot, face and shoulders only, Headshots should be .jpg files, at least 500kb. 100 to 110 word bios. No more than 110! Book covers: Preferably, send a .jpg file of each book cover, sized at 500kb. If you send a snapshot you took of your book cover, make sure it is shot straight on and it is NOT BLURRY!** Yes, we're insistent upon that word count. We reserve the right to edit your bio to meet that requirement.
8. A full table is 8 feet long. If you wish to share a table with another author/artist, you can make those arrangements. Every author/artist attending must submit a registration. Make sure your tablemate registers with this organization. If you don't have a preference for tablemate, we will make one for you. Table prices are on the application/registration form.
9. Two chairs will be supplied for each table (4 chairs if the table is shared). Exhibitors may bring their own table coverings but we will supply white table cloths if needed. Advertising, signs and banners may only be placed on tabletops if they **don't exceed 2 feet** or if taped to the front of the table. If assigned a table against a wall, posters, etc., may be mounted there without damage to the wall.
10. Festival hours are 9am – 2:30pm. Authors may arrive at 7:30am to set up their tables. All are expected to stay until the close of the festival at 2:30pm. Volunteers will be on hand to help set up and tear down. They will also move authors if for some reason a table is empty. At the start of the festival.
11. Authors will cover all costs associated with travel, lodging, meals, shipping costs, sales, business licensing fees, tax remittance and any/all other costs associated with participating in the festival.
12. Authors, please donate one book for drawings to be held throughout the day.
13. Authors are encouraged to promote their participation via social media platforms, websites, and other marketing strategies. Our own marketing manager will provide some branded marketing materials for your convenience.
14. Authors are encouraged to fill out on-line evaluation questionnaires and return them as indicated in the email.

Please print and complete the following Application for Author Exhibits on-line at [www.paysonbookfestival.org](http://www.paysonbookfestival.org). On-line payment is via PayPal (no membership required), or mail your application and check payable to Payson Book Festival (PBF, PO Box 1495, Payson AZ 85547. Checks will be cashed upon acceptance. Email your headshot, electronic book covers, and 100 word or less bio to [author@paysonbookfestival.org](mailto:author@paysonbookfestival.org)

**Application for Returning Author Registration  
Payson Book Festival (Authors and Artists Festival) July 13, 2024**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Facebook Page: \_\_\_\_\_ Other Media: \_\_\_\_\_

Type of Product: \_\_\_\_\_ Title \_\_\_\_\_ Genre \_\_\_\_\_

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If you have additional products, continue listing on the back or attach a list.

Tables: Check the type of table you prefer. Note: Tables are about 8 feet long X 2 feet wide

\_\_\_\_\_ \$82 (\$90) Whole Table \_\_\_\_\_ \$41 (\$45) Half Table (**prices go up on Feb 1<sup>st</sup>**)

For half tables, please check one.

\_\_\_\_\_ I'm sharing a table with: \_\_\_\_\_

\_\_\_\_\_ I do not already have a tablemate. Please assign me one.

**RELEASE OF LIABILITY:** I agree to release Payson Book Festival/Authors and Artists Festival and Mazatzal Hotel and Casino from any and all liability, claims and causes of action arising from my participation as an exhibitor at the Payson Book Festival/Authors and Artists Festival on July 13, 2024.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PHOTO/VIDEO RELEASE:** I hereby grant permission to use photographs/videos provided by me or taken of me (my property, my minor children, family) at the Payson Book/Authors and Artists Festival on July 13, 2024 for publication in print, on the Web, in social media or other publications.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Author Photo and Ad Dimensions for Payson Book Festival 2024 Program

Submit “camera-ready” 300-dpi digital ad file in jpg, png, or tiff format by April 30, 2022 to:  
[info@paysonbookfestival.org](mailto:info@paysonbookfestival.org). Sooner is always better than later.

Author Photo requirements: A headshot, or face and shoulders, in 300 dots per inch (dpi) resolution digital format that may be .jpg, .png, or .tiff files.

### Ads requirements and prices for Print Program

Full Page Interior: 7.75 inches high x 4.75 inches wide (vertical only): \$100

Half Page Interior: 3.75 inches high x 4.75 inches wide (vertical only): \$50

Full Page Inside Front Cover (color) - \$225

Full Page Inside Back Cover (color) - \$200

Full Page Back Cover (color) - \$250