



1200 11th Street, Bellingham, WA 98225, 360-671-2626, VillageBooks.com

Village Books Event Program

Village Books hosts more than 300 in-store and off-site events each year, including author readings, book and writing groups, workshops, story times, kids' programs and community partnership events. We have a few guidelines for booking events, and information we will need from you in order to consider your potential event 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. Village Books considers events for books that have been released six 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 reasonable event ordering terms. Partners West and Ingram are the most common wholesalers we work with, however, just because a book is available through these wholesalers doesn't mean they will be available to our store. Books must have a minimum standard discount of 40% (meaning Village Books will earn 40% of the retail price) 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. For more information about our program, visit our [consignment page](#) on our website. We offer promotional packages for consignment and events. For \$79, local and consignment authors can have the full benefits of book placement and event promotion; (\$59 for local poetry events).
5. Most of our events are held in the Readings Gallery on the bottom level of the store, and are free and open to the public. We can accommodate any format an author wishes, from a reading to a discussion, slideshow, multi-media presentation, Q & A, demonstration, or mini workshop. Our Readings Gallery is equipped with an LCD projector and screen. Authors must bring their own laptop, (and if it's a Mac, the adapter to connect to our VGA cord). We also have a lectern, microphone, tables, and flip chart/easel available upon request. Events last up to an hour and we leave time at the end for book sales and signing.



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6. Village Books does extensive marketing for all of our events. We promote our events through our website, social media, paper calendars, media listings, in-store displays, and if time permits, in our *Chuckanut Reader*. You will need to provide a digital media kit, including: 100-word book blurb, 50-word bio, jpg headshot, and jpg of the book jacket.

7. While Village Books does quite a bit of publicity; it is up to authors and publicists to promote their event and book within the community. We ask that you conduct a publicity campaign of your own and reach out to friends, family, the local media and local organizations that might be interested in your book or topic. We will provide you with a media list to help you make those initial contacts. We also ask authors and publicists to post their event on any websites, social media, and email lists they maintain.

8. For consideration for an event contact our events coordinator to arrange for a free 15 minute phone or in-person consultation; \$25/hour after first 15 min. You will need to fill out an event questionnaire prior to the consultation (PDF downloadable at the bottom of this page).

For more information contact Claire McElroy-Chesson, Events Coordinator at Village Books, events@villagebooks.com or 360-671-2626. Due to the high volume of event inquiries at Village Books, it may take a month for a follow-up. We appreciate your interest in our Event program and look forward to working with you.