

## AUTOGRAPHING PROGRAM PACKAGES

**The BookExpo Autographing Program is the largest two day Author signing event in the United States. Don't miss out on the opportunity to put your Author face to face with the key buyers and influencers in the book industry. Applications being accepted through March 29, 2018.**

### Package A

**\$225**

- A 30 minute Autographing Session
- A listing in the Show Guide
- A listing with headshot on the BookExpo website and mobile app

### Package B

**\$275**

- A 60 minute Autographing Session
- A listing in the Show Guide
- A listing with headshot on the BookExpo website and mobile app

### Package C

**\$975**

- 1/2 Day Table Rental
- 1:00 pm - 5:00 pm
- Thursday or Friday (your choice)
- Schedule up to 8 (30 minute) signing sessions or a combination of 30 min and 60 min signing sessions
- Enjoy an extended deadline - submit final author schedule by April 12, 2018
- All signing sessions will be listed on the BookExpo website and mobile app

### Package D

**\$1775**

- Full Day Table Rental
- 9:30 am - 5:00 pm
- Thursday or Friday (your choice)
- Schedule up to 13 (30 minute) signing sessions or a combination of 30 min and 60 min signing sessions
- Enjoy an extended deadline - submit final author schedule by April 12, 2018
- All signing sessions will be listed on the BookExpo website and mobile app

### In Booth Signing

**\$130**

- Listing on BookExpo Website
- Listing on BookExpo Mobile App

**Don't see the right package for you? No problem! Email Beth Oliveras for a custom experience at [beth@betholiveras.com](mailto:beth@betholiveras.com) or 203.979.7828**

## FAQs

### Autographing Area

**1. How do I submit my author application for the Autographing Area?**

If you are a registered exhibitor of BookExpo 2018 and you have a booth number, please go to [www.bookexpoamerica.com/form](http://www.bookexpoamerica.com/form) to submit an application.

**2. What is the deadline?**

Thursday, March 29, 2018

**3. Can I choose my day and time for the Autographing Session?**

You cannot choose your day or time but you will be asked to choose your preferred day and time in the application. Additionally, we provide an open comments box to allow you to enter special requests / restrictions for the scheduling team.

**4. Can I sell books in the Autographing Area?**

No, all books are distributed for free to the attendees.

**5. How many books should I ship for the Autographing Session?**

For a 30 minute signing, we suggest that you ship 125 and for a 60 minute signing, 200 books.

**6. Should my author sign for 30 minutes or 60 minutes?**

There are a few factors to consider:

- a. Popularity of the author and signing speed (i.e: will authors pose for pictures?)
- b. Number of free books available for distribution.
- c. Author Schedule - what other events is the author participating in at BookExpo?
- d. The longer the signing time, the more exposure.

**7. I have multiple authors to submit, what is the easiest way to handle?**

Once you have entered your first author application, the system will automatically populate your contact information every time you login. You will have to submit each author application separately however; the first one will take the longest time. IMPORTANT NOTE: Please SAVE each application after completion and check "view my submissions" to make sure each author is saved. Do this before you move onto the next one.

**8. I have more than 5 authors to submit and I would like to coordinate their signing times myself, what do I do?**

Take advantage of the new package being offered in 2018 - rent a table for ½ a day! Choose either Thursday or Friday and you will be assigned your own table from 1:00 - 5:00 pm. You control your schedule and your author appearances! Please contact Beth Oliveras at [beth@betholiveras.com](mailto:beth@betholiveras.com) to get started.

**9. What happens after I submit my application?**

Once the deadline closes, you will receive your final assigned schedule from Beth Oliveras the week of April 9th. You will also receive shipping instructions and box labels for sending your books to the Javits Center.

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## FAQs Continued

**10. We won't have finished book copies ready for BookExpo but we still want to participate in an Autograph Session, is that okay?**

Yes, sometimes the finished products are not available. In an effort to manage our attendee expectations, please write a note in the book description (on the application). For example: Author will sign posters only. You can write this information in the final line of the book description.

**11. How do I pay for the autographing session?**

You will receive a final invoice from the BookExpo Sales team the week of April 23rd. All invoices must be paid in full prior to BookExpo.

### In Booth Signing FAQ's

**1. Should I schedule an In Booth Signing?**

Yes, give your author a separate opportunity to meet and greet! For \$130, BookExpo will promote your in booth signing on both the website and Mobile App. You set the schedule, you decide the start/end time and you manage the event.

**2. How do I register for an In Booth Signing?**

If you are a registered exhibitor of BookExpo 2018 and you have a booth number, please go to [www.bookexpoamerica.com/form](http://www.bookexpoamerica.com/form) to submit an application.

**3. What is the deadline?**

Thursday, April 12, 2018

**4. What happens after I register an in booth signing?**

You will not receive a confirmation email from the BookExpo team. Make sure to save and submit your registration on the website. If you do not see the In Booth Signing under your profile, the information did not save. Your author signing information will be pushed directly to the website and mobile app in late April.

**5. Are there any booth restrictions for an In-Booth Autographing?**

Any Exhibitor can host an in booth signing session on any day however, if the booth size is less than 800 sq ft, you must have a plan in place to control the queues. If the queue lines interfere with a neighboring booth or block too much of the aisle, Show Management has the right to shut down the in booth signing session.

### General FAQ's

**1. How can I maximize my author's exposure?**

BookExpo offers a wide variety of a la carte add on items to further promote your Autographing Sessions including Web Banners, Ads in the onsite Show Guide, media listings on the BookExpo website and Mobile App, push notifications and more! To learn more about these opportunities, please contact Beth Oliveras at 203-979-7828.

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## FAQs Continued

**2. Is a show badge included in the Autographing Fee?**

No. BookExpo Show Badges are required for admittance to BookExpo and are obtained through your Exhibit Booth. The Autographing Area does not supply Badges and Authors will not be allowed onto the Show Floor without a Badge so please work through your Booth representative for this or if you are a non-Exhibitor, please register at [www.BookExpoAmerica.com](http://www.BookExpoAmerica.com).

**3. I am an author / I am a non-exhibitor/ I don't have a booth number - can I host a signing in the Autographing Area?**

Yes, the fee is \$795 for a 30 minute signing session. Please email Beth Oliveras to request a special application.

**4. What is BookCon?**

Immediately following BookExpo on June 2 & 3, 2018 is BookCon, the consumer extension of BookExpo and the ultimate fan event where storytelling and pop culture collide. BookCon offers Fans unprecedented access to authors, publishers, celebrities and creators of content that influence everything we read, hear and see. The BookCon Autographing Area is open only to panelists at BookCon. If your author is invited to appear on a Panel, you will have the opportunity to host an Autograph session. If your author is not a panelist, you can host an in booth signing.