



## 2018 Tucson Festival of Books

# INDIE AUTHOR PAVILION HANDBOOK

A Celebration of Books, Authors, Literacy & Reading

Saturday, March 10 and Sunday, March 11, 2018

Festival Contact:

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Please familiarize yourself with the Handbook contents  
Most questions are answered in this document

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# TUCSON FESTIVAL OF BOOKS - INDIE AUTHOR PAVILION HANDBOOK

The Indie Author Pavilions are venues for local and regional authors to meet and greet the public. The Pavilion tents are set-up on the Main Mall of the UA Campus. Over 200 authors from diverse genre are available to meet and greet their fans in two-hour time periods on both Saturday and Sunday of the Festival. Authors will be selling and signing their books while appearing in the Pavilions. The Indie Author Pavilions are for authors of all genres and formats, including self-published, small/independent press, pay-to-publish or vanity press, e-book only or primarily, and CreateSpace. All materials distributed / sold in the Pavilions must be original works of the author with appropriate credit given to source material. The informal atmosphere of the Pavilions gives the public the opportunity to visit with our authors in a less structured setting than the Festival panels, workshops and presentations.

**Pavilion Handbook:** This Indie Author Handbook is provided to each Pavilion author and is considered part of the binding contract between the author and the Festival.

- Registration for the Indie Author Pavilion is done via the Festival website portal.
- You will be emailed a password to enter the registration portal.

## **Pavilion Information:**

- All materials distributed / sold in one of the Pavilions must be original works of the author with appropriate credit given to source material.
- All Indie Author Pavilions are located on the UA Mall in high-traffic areas of the Festival. The Pavilions dedicated to children / teen literature are located within the children / teen areas. The Festival has the following Pavilion options:
  - Adult Fiction Pavilion
  - Adult Nonfiction Pavilion
  - Children's Literature Pavilion
  - Young Adult / Teen Literature Pavilion
- There is a \$40 non-refundable fee to register for a space in a Pavilion.
- Pavilion spaces are confirmed on a first-come, first-served basis through the registration process; *we anticipate that all Pavilion slots will fill quickly.*
  - Registration opens in September and remains open until all Pavilion spaces are filled.
- Each author may select their preferred day, 2-hour time slot and Pavilion genre during the registration process.
  - Due to the high interest in Pavilion spaces, authors may only participate in one time slot during the two-day Festival.
- Pavilion registration is on-going until all Pavilion slots have been filled.
- The Tucson Festival of Books accepts all major credit cards for payment of your registration fees; *Please note: checks are not accepted for payment of Author Pavilion registration fees.*

## **Pavilion Options:**

- **Fiction and Nonfiction Pavilions:** 20'x20' canopy with one back wall. Pavilions are set-up with six 8' tables and two folding chairs per author. An image of a past Pavilion is provided below.
- **Children / Young Adult Pavilions:** Pavilions are each set-up with three to four 8' tables with two folding chairs per author.



- **Tent Talk Pavilion:** 10'x20' canopy with vinyl sides and a back wall. Two 6' tables and a dozen plus folding chairs for attendees. Right image above.
- All Pavilions are white with naming banners affixed to the front and sides for identification. In addition, all Pavilions have a blue ribbon around the top of the tent.
- Complimentary water and light snacks are available for authors in all Pavilions.

Author Pavilion Options  (See above for images of past Pavilions)	Registration  Opens at 12 noon Mountain Standard Time on September 1 <i>(continues until all slots are filled)</i>
Half of 8' table & 2 chairs	
Adult Fiction Pavilion	\$40
Adult Nonfiction Pavilion	\$40
Children's Pavilion	\$40
Young Adult (YA) Pavilion	\$40

### Changes / Cancellation Policy:

- Should you need to make any changes to your registration, please email [Pavilion@TucsonFestivalofBooks.org](mailto:Pavilion@TucsonFestivalofBooks.org)
- Changes are not guaranteed, so please register carefully for the Indie Author Pavilion.
  - The \$40 registration fee is a non-refundable fee.

### Pavilion Details:

- Adult Pavilions
  - Up to 12 authors share space in the Pavilion during each 2-hour time slot.
- Children / Young Adult Pavilions
  - Up to 6 to 8 authors share space in the Pavilion during each 2-hour time slot.
- Authors have a space equal to one-half of an eight-foot table and two chairs. Pavilion authors are expected to be present throughout their 2-hour Pavilion appearance.
- A small table-top display of your book(s) is suggested.
  - Books, business cards, book marks and/or other items with your contact information are suggested elements for your display.
  - All materials distributed / sold in a Pavilion must be original works of the author with appropriate credit given to source material.
  - Name placards are provided by the Festival during your Pavilion appearance.
  - Food items may not be sold or given away in any of the Pavilions.

- You are responsible for determining the number of books you bring to the Festival and for transporting your books to and from your Pavilion.
  - Every year we are asked about the number of books to bring to the Festival. This is a difficult question to answer. Sales vary from year to year and from genre to genre. It is our recommendation to bring about a dozen or so books for your Pavilion appearance and to have another dozen readily available. Perhaps in your car or somewhere nearby so that they can be easily accessed. You never know what will spark a reader's interest.
  - We recommend the use of a collapsible cart, dolly or rolling suitcase to transport your books, etc. The Festival provides water and light snacks during your time in the Pavilion.
- *Please note: electricity is not available for individual displays in any of the Pavilions.*

### **Pavilion Early Check-In and Credentials:**

- Pavilion authors may check-in and pick-up their Festival credentials on Friday prior to the Festival weekend.
  - Early check-in will be available from 10 am to 2 pm
  - Location address will be sent to Pavilion authors in early March
  - Festival maps, Pavilion locations, parking and last minute information will be available at the early check-in location.
- If you are unable to attend early check-in on Friday, your Festival credentials will be available at your Pavilion.

### **Arrival and Set-Up:**

- Please go directly to your assigned Pavilion when you arrive at the Festival (author hospitality, in the Student Union, is reserved for presenting / panel authors).
  - All Indie Pavilions are marked with a **blue banner** around the top.
  - Information Booths are found throughout the Festival and are marked with a **red banner**.
  - If you need help locating your Pavilion, please ask a Festival Volunteer who will be wearing a volunteer t-shirt.
  - A Festival map can be viewed from the link on the Festival website. The UA campus is large and the Festival is well attended. Give yourself plenty of time to park, transport your books and arrive at your Pavilion.
- There is a scheduled 10 to 15 minute break between Pavilion time slots.
- Set-up for the 12:15 and 2:30 pm time slots will take place during the 10 to 15 minute break between time slots. Plan to arrive at your Pavilion at least 10 minutes prior to your scheduled time.
  - When you arrive at the Festival please check-in with a Pavilion volunteer.
  - Pavilion volunteers will assist you during your set-up.
  - Seat selection within each Pavilion is on a first-come, first-served basis.
  - Please be patient and allow authors just ending their time slot to pack-up and vacate the table before you move in.

## Indie Author Tent Talks:

- A Tent Talk is an opportunity for authors to informally present their book to a small, intimate audience. We suggest you plan what you want to say during your Talk, but encourage you to be flexible. Please support your fellow authors by attending our Tent Talks during the Festival weekend.
- Authors are randomly selected to give Tent Talks from the pool of self-identified authors who expressed an interest in giving a Tent Talk.
  - Author selection and confirmation of Tent Talk time occurs in January / February.
- Talks take place in an outside venue on the UA Mall in a dedicated Pavilion for Tent Talks.
- Tent Talk seating is available for a small, intimate audience.
- Tent Talks are scheduled to begin at 10:00 am on each day of the Festival.
- Talks are limited to 10 minutes, including Questions and Answers.
- There is a 10-minute break between Talks.
  - Please arrive at least 15 minutes prior to your scheduled Talk.
  - Pavilion volunteers are available to assist with Tent Talks as needed.
- Authors may display their book(s) / materials prior to and immediately following their Tent Talk.
  - Display space is limited, so please plan accordingly.
  - Self-promotion options to consider if you are giving a Tent Talk include - raffles for a free book; discount on purchase; social media out reach
  - Pavilion volunteers are available to assist with set-up as well as assist in the coordination of sales following your Talk.

## Sales Transactions in the Indie Pavilions

- A City of Tucson business license is required for the purpose of selling items at the Tucson Festival of Books.
- The Tucson Festival of Books will be the holder of the City of Tucson business license for all Indie Author Pavilion participants.
  - Individual business licenses **will not** be required for sales within the Pavilions.
  - Sales tax will be collected at 8.6% (2.5% to the City and 6.1% to the State of Arizona) resulting from sales while in a Pavilion will be collected by Festival staff at the end of your Pavilion time slot or Tent Talk.
  - If you hold an individual license, please have your license number available for Festival staff to include in our documentation for the City of Tucson.
  - It is the responsibility of the seller to pay the sales tax on all sales that occur during participation in one of the Indie Author Pavilion venues.
- You collect and keep the money from the sale of your books.
- *Please Note: only cash or checks will be accepted for payment of sales tax; Festival staff will not be able to make change, so please plan ahead.*
- *Please make checks payable to the **Tucson Festival of Books***
- Pavilion authors who are selling outside of a Pavilion **MUST** purchase their own City of Tucson Business License and report any income from those sales.

For additional information regarding the City of Tucson Business License:

**City of Tucson\***  
**Revenue**

**Arizona Department of**

<http://www.tucsonaz.gov/files/finance/Revenue/SpecialEvents.pdf>    <http://www.aztaxes.gov>

\*For questions, please contact the Business License Section: 520.791.4566

## Telecommunications, Internet or ISDN Services:

- No phone lines are available in the Pavilions.
- Authors are encouraged to bring cell phones for communication and processing of credit cards.
- UA Public WiFi service is available without charge on the UA Mall, however there is no guarantee of connectivity.
- Please refer to <http://www.uits.arizona.edu/services/wireless> for details.

## Promotion of Indie Authors:

- Your name will appear in the Festival author listing (website, mobile app) with the date, time and your Pavilion location.
- Your name will also appear in the *Arizona Daily Star* Festival Guide, distributed the Sunday prior to the Festival weekend, under the Indie Author Pavilion listing.
- If you were selected to give a Tent Talk, that listing will also appear in the Festival Guide and the A-Z Author Listing on the Festival website.
- The information you provide when you register (including your website link, Facebook page and Twitter handle) is posted on-line on the Festival website and via the mobile app. This information will enable Festival attendees to know when you will appear in one of the Pavilions during the Festival.
- *We highly recommend your use of social media and other social networks to promote your Indie Author Pavilion participation at the Tucson Festival of Books.*

## Pavilion Registration Confirmation:

- When registration and payment are complete, you will receive an immediate automated response on the website, plus an electronic receipt will be sent via email to the address on file for you.

## Parking Information:

- Parking information will be shared via email, approximately 7 to 10 days prior to the Festival.
- Reserved parking is available for Pavilion Authors in the Second Street Garage (located just north of the Student Union on 2nd Street near Mountain Ave.).
  - Please safeguard your parking pass in order to be admitted to the author parking area on the day of your Pavilion appearance.
- You may enter this lot only once, and only on the day you are scheduled to appear in one of the Indie Author Pavilions.
- **Please Note:** *Second Street Garage is the only lot that has reserved spaces for Pavilion authors.*
- Updated parking information will be sent via email prior to the Festival weekend. The most current parking information will be available on the Festival website.

## Other Parking Options:

- Parking on campus is offered free-of-charge during the Festival weekend in a variety of surface lots and the Park Avenue and Highland Garages.
- Public parking is available for \$5 per car in the following garages - Main Gate, Sixth Street, Cherry Avenue and Tyndall Garages. Parking charge will be collected upon entry - please have cash available to speed entry. No charge after 4 pm each day.
- Handicapped and reserved parking is monitored 24/7, so please park in designated areas only.

**Additional Author Information:**

- The Tucson Festival of Books website - [TucsonFestivalofBooks.org](http://TucsonFestivalofBooks.org) - includes the most up-to-date Festival information. Information is added often between now and the Festival weekend. Many questions can be answered by visiting the website.
- If you need directions while on campus, volunteers wearing brightly-colored t-shirts can direct you to the nearest Information Booth.
- All Pavilions are located outdoors on the UA Mall – weather during the Festival varies from cold and rainy to over 80<sup>0</sup> - so prepare wisely.
  - Dressing in layers is recommended as well as having sunblock, sunglasses and a hat.

**Author Communication:**

- If you have questions or concerns prior to the Festival, please email us: [Pavilion@TucsonFestivalofBooks.org](mailto:Pavilion@TucsonFestivalofBooks.org)

Thank you for your support of the Tucson Festival of Books.



## TUCSON FESTIVAL OF BOOKS – GENERAL INFORMATION

### **Location & Information:**

**Location:** University of Arizona campus  
**Dates:** Saturday, March 10, 2018 9:30am to 5:30pm  
Sunday, March 11, 2018 9:30am to 5:30pm  
**Admission:** The Festival is free and open to the public  
**Rain Policy:** The Festival will be held rain or shine

**Festival Website:** The Festival of Books website is [TucsonFestivalofBooks.org](http://TucsonFestivalofBooks.org). We encourage you to visit the site prior to the Festival. There is an enormous amount of information available regarding the authors, exhibitors, programs and special activities. Thousands of people are involved with the Festival and you will gain a sense of the community's active involvement in the event. If you are booking overnight accommodations, please refer to the discounts available from hotels, motels and resorts listed on the website. Please mention that you are participating in the Tucson Festival of Books.

**Author Relations:** Volunteers will wear brightly colored Festival t-shirts. Volunteers will assist you with your questions and monitor general Festival rules and regulations. They will work to solve any problems / concerns you may have in a timely manner.

**Eventualities:** In case the facilities shall be destroyed by fire, or the elements, or by any cause, or in case any other circumstances make it impossible for Festival Management to permit the contracted space to be occupied by Pavilion authors, this agreement will terminate. The authors agrees to waive any claim for damages or compensation except the pro rata return of the amount paid for the Pavilion space.

**Types of Material Acceptable for Sale:** Authors are permitted to sell books and book related merchandise (appropriate for a family-oriented audience). The Tucson Festival of Books reserves the right to deem certain materials to be inappropriate for sale and / or display. Food items may not be sold or given away in any of the Pavilions.

**Staffing Requirements:** Authors must have their Pavilion space staffed continuously during their 2-hour appearance. Space allows for each author to be accompanied by one assistant.

**Security:** The Festival provides security throughout the Festival and overnight on Saturday evening. Our security staff will roam the grounds but will not be stationed at one particular booth. Please be advised that there will be no overnight storage service provided by the Festival.

**Telecommunications, Internet or ISDN Services:** No phone lines are available in the Indie Author Pavilions. Authors are encouraged to bring cell phones for communication and processing of credit cards. UA Public WiFi service is available without charge on the UA Mall, however there is no guarantee of connectivity. Please refer to <http://www.uits.arizona.edu/services/wireless> for details.

**Photo / Image Release:** Indie Pavilion authors hereby grant to the Festival, or its designees, non-exclusive permission to use its (and its agents') voice, image and likeness in any photographic, digital or audio recording in any manner and in all media, in perpetuity.

**Pavilion Placement:** The Festival assigns Pavilion locations at its sole discretion. Your Pavilion location will be confirmed in February. The Festival layout is extraordinarily complex. A strong effort is made to place all tents and pavilions in safe locations within a limited space while maintaining a high quality guest experience as well as taking into consideration Fire Codes, ADA and Risk Management compliance. Indie Pavilion authors may not relocate themselves. Location assignments by the Festival are final.

**Moving Pavilion Merchandise:** Authors are responsible for moving their books / materials and displays from their vehicles to their assigned Pavilion. Please bring hand-trucks or wagons to assist in the movement of your merchandise. .

**Distribution of Literature:** Distribution of literature, samples, business cards or any type of giveaway items must be done from within your Pavilion space only. Please utilize social media and other forms of publicity in advance of the Festival.

**No Flammable Materials & No Combustible Decorations:** The UA Fire Department requires that all materials used in your Pavilion displays are flame-retardant. No open flames, heaters, candles, incense burners or similar paraphernalia will be permitted in or around the Indie Author Pavilions. Small helium tanks are permitted only if they remain in an upright position and are secured to one of the booth poles. If you are planning to use a helium tank, you must notify [Pavilion@TucsonFestivalofBooks.org](mailto:Pavilion@TucsonFestivalofBooks.org) in advance. University of Arizona Risk Management officials will inspect the installation on Saturday morning. As of August 25, 2014, the University of Arizona is a tobacco-free campus. No smoking is allowed.

**Festival Parking:** As described on the Festival website, there is an enormous amount of free parking available around the University of Arizona for use by the general public during the Tucson Festival of Books. As a Pavilion author, you will be provided one parking pass for your use in the reserved author parking area; please see **Pavilion Parking Information** for more information. Remember you may enter this lot only once, and only on the day you are scheduled to appear in one of the Pavilions.

### **Emergencies & First Aid:**

**Medical Emergencies:** The Tucson Festival of Books will have a compliment of onsite emergency medical personnel. If an emergency medical situation arises at or near your Pavilion, you can contact the appropriate personnel through the following:

- The closest Festival Information Booth
- The First Aid Tent
- Any Security Volunteer
- Any Festival volunteer and staff with walkie-talkie's

You will need to give the dispatcher or other personnel your name, the injured person's exact location (booth name, booth number, location in the Festival), and the medical condition.

**Minor Injuries:** The Festival has First Aid Stations located at the East and West end of the mall area. Please consult the Festival map for the exact locations. If the injury is non-life-threatening and the patient can safely walk, they should be directed to a First Aid Station for care and treatment. The First Aid Station can dispense items such as aspirin or other pain relievers, and administer first aid for cuts, scrapes, exhaustion, etc. All Emergency Medical Personnel for the Festival are dispatched from the First Aid Station, so if you cannot locate a medical technician, you may visit the First Aid Station for help.

**Lost & Found - Items:** Items lost during the Festival should be turned into the closest information booth in your zone. Items will be kept until the end of the day on Sunday then forwarded to the Student Union Information Desk which serves as the central lost and found for the UA Campus.

**Lost & Found - Children & Parents:** A child who has become separated from his or her parent or guardian is a critical situation at the Festival due to the size and number of attendees. If a lost child is found at your Pavilion, please ask that child to stay at the Pavilion. Stay with the child and *send someone else* to report the situation to any of the following:

- The closest Information Booth
- The First Aid Tent
- Any Security Volunteer
- Any Festival volunteer with a walkie-talkie

The person you send will need to know the Pavilion name and number, the location in the Festival and the child's name. A notification will be dispatched and a search for parents will ensue. **DO NOT** allow the child to leave the Pavilion or protection, even if the parents return, until the proper authorities have arrived, verified identities, and cancelled the notification.

**Dining & Food Services:** Festival Food Courts will be open on the UA Mall – south of the Student Union and near Science City. Food Vendors will be ready to serve by 10am on Saturday and Sunday and will remain open until 5:30pm each day.

UA restaurants and concession stands will be open both days during Festival hours. Major concession stands are located in the Student Union Memorial Center near the UA BookStore.

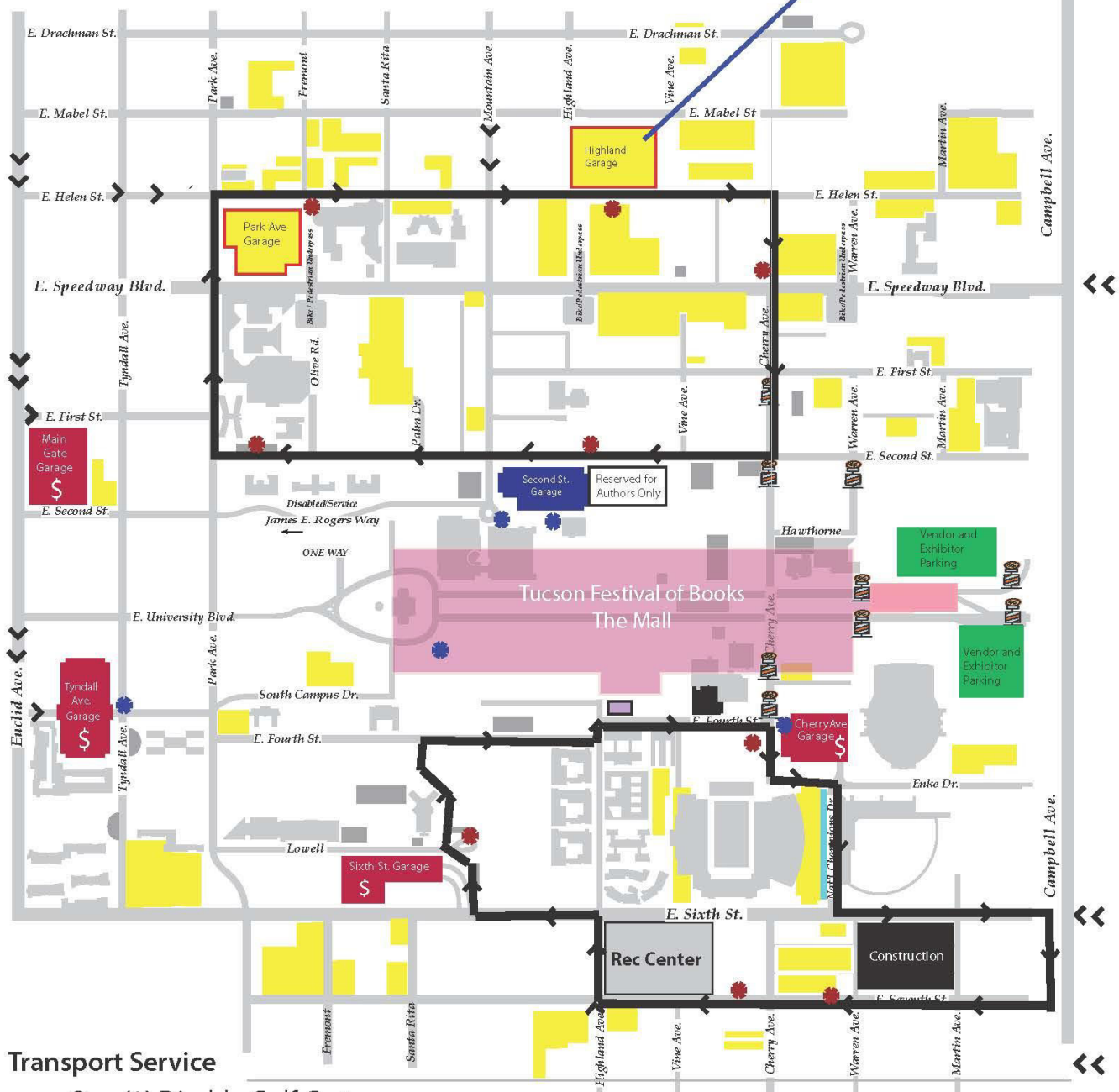
**Time Zone Information:** Arizona observes Mountain Standard Time throughout the entire year. Please plan accordingly.

**Friend of the Festival:** Investing in the **Friend of the Festival** program ensures that Tucson Festival of Books programming will continue to be offered free-of-charge and critical literacy programs in Southern Arizona are supported at the highest level. Friend of the Festival members receive benefits dependent upon giving level. Annual memberships are active for one year from the date of gift; renewal messages will be sent via email one month prior to membership expiration. Please visit the Festival's website for information on membership levels / benefits and a link to become a Friend.

**Questions:** Because all of our committee chairs are volunteers, we respectfully ask that Pavilion authors utilize our email communication system as the preferred method of communication for directing questions. Our volunteers are highly responsive to your needs and will return inquiries in a timely fashion. Should you have general questions about the Festival, please feel free to call 520.621.0302 between 9am and 4pm Monday through Friday. Student interns will make every attempt to address your question or connect you to the appropriate committee. If we are unable to answer, please leave a message and we will return your call.

 Free Parking - Surface Lots	 Author Parking	 Golf Cart Staging
 \$5 Parking - Parking Garages	 \$5 Food Vendor Parking	 Cat Tran Stop
 Tucson Festival of Books	 Bus Parking	 Cat Tran
 Exhibitor Parking	 Street Closure	

**Volunteers and TFOB Employees**



**Transport Service**

- One (1) Disable Golf Cart
- Four (4) Golf Carts
- Two (2) Cat Tran Shuttles

