



2025 INDIE AUTHOR HANDBOOK

Welcome

Thank you for your interest in Indie Authors at the Tucson Festival of Books. This community event, held since 2009, typically receives over 100,000 visitors – from Tucson and beyond – during the festival weekend. The festival is free to the public.

We are a registered non-profit organization running on the energy and goodwill of hundreds of volunteers. Since 2009, TFOB has raised over \$2.2 million for local literacy organizations. Indie Authors are a critical part of an event that stimulates love of reading and literacy. We look forward to working with you.

Please read this manual carefully, even if you have been an Indie Author with the Festival in prior years, as some deadlines, requirements and guidelines may have changed. By applying and agreeing to be an Indie Author, you are governed by all terms and conditions herein.

Quick reference: 2025 Dates and Deadlines

- **Location:** University of Arizona
- **Festival dates:** Saturday and Sunday, March 15-16, 2025. Posted hours: 9:30-5:30.
- **Application deadline:** September 30, 2024
- **Notifications:**
 - Indie Authors selected to participate in the Indie Author Pavilions at the festival will be notified during November.
 - Indie Authors invited to be part of a presenting author panel at the festival will be notified in January.
 - Some Indie Authors may be put on a waitlist and will be notified as a spot becomes available.

This Handbook

- This Handbook is a contract between the Tucson Festival of Books, LLC (TFOB) and participating Indie Authors. Please read it in its entirety.
- All Indie Authors agree to abide by all deadlines, terms, conditions and guidelines stated in this Handbook and subsequent email communication from Tucson Festival of Books representatives.

Contact Us

Most questions you will have can be answered by this Handbook. If you need assistance:

- Indie Authors Committee members: Hilary Hamlin, Nancy L Thompson & Pamela Clarridge
- indieauthors@tucsonfestivalofbooks.org
- Tucson Festival of Books Americorps volunteers are available M-F 9:00-4:00
(520) 621-0302 or help@tucsonfestivalofbooks.org

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TUCSON FESTIVAL OF BOOKS - INDIE AUTHORS HANDBOOK

Welcome to the Tucson Festival of Books!

The Indie Author pavilions are venues for local, regional and national authors to meet and greet the public. The pavilions are set-up on the Main Mall of the UA Campus. Over 100 authors from diverse genres are available to meet and greet their fans in three-hour time periods on either Saturday or 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 and e-books only.

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.

Indie Authors Handbook: This Handbook is provided to each Indie Author and is considered part of the binding contract between the author and the festival. Please read this handbook carefully, even if you have been an Indie Author with the festival in prior years, as some requirements and guidelines may have changed.

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 pavilions are located on the UA Mall in high-traffic areas of the festival. The pavilions dedicated to Children / YA/Teen books are located within the Children / YA/Teen areas. The following pavilions are offered at this year's festival:
 - Adult Fiction and Nonfiction
 - Children's Books
 - Young Adult (YA) / Teen Books
- A \$45 non-refundable fee is charged for your book review and participation as an Indie Author during the festival.
 - The Tucson Festival of Books accepts all major credit cards for payment of your Indie Author fees; *Note: checks are not accepted for payment of these fees.*
- Pavilion spaces are confirmed via email after all submitted books have been reviewed by a panel of genre judges.
 - Indie Author book submissions open in July and close at the end of September.
- Indie Authors are scheduled into the pavilions based on the genre identified in their submission packet.
- Due to the high interest in the Indie Author Experience, authors may only participate in one-time slot during the two-day festival.

Pavilion Options:

- **Adult Fiction and Nonfiction:** Pavilion is set-up with ten 8' tables and each author has half of a table and two chairs.
- **Children:** Pavilion is set-up with three 8' tables and each author has half of a table and two chairs.
- **Young Adult / Teen:** Pavilion is set-up with three 8' tables and each author has half of a table and two chairs.



- All Indie Author venues have naming banners affixed to the front and sides for identification. In addition, all of the Indie Author venues have a blue banner around the top of the tent.
- Complimentary water and light snacks are available for authors in all venues.

Indie Author Venues	Indie Author Fees
Half of 8' table and 2 chairs	
Adult Fiction and Nonfiction	\$45
Children's Books	\$45
Young Adult (YA) / Teen Books	\$45

Changes / Cancellation Policy:

- Should any updates/changes become necessary, please email:
 - indieauthors@tucsonfestivalofbooks.org
 - The \$45 Indie Author fee is a non-refundable fee.

Pavilion Details:

- Adult Fiction and Nonfiction
 - Up to 20 authors share space in this pavilion during each 3-hour time slot.
- Children
 - Up to 6 authors share space in this pavilion during each 3-hour time slot.
- Young Adult / Teen
 - Up to 5 authors share space in this pavilion during each 3-hour time slot.
- Authors have a space equal to one-half of an eight-foot table and two chairs. Indie Authors are expected to be present throughout their 3-hour appearance.
- A small table-top display for 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.
 - Any signs or banners must fit within your half of the table and may not obstruct another author's space.
 - Table covers are provided by the festival in all pavilions.
 - Name placards are provided during your pavilion appearance.
 - Food items may **not be sold or given away** in any of the Indie Author venues.
- You are responsible for determining the number of books you bring to the festival and for transporting your books to and from your pavilion.
 - Each 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. We recommend you 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.
 - The use of a collapsible cart, dolly or rolling suitcase to transport your books, display materials, etc. is very helpful.
- *Note: electricity is not available for individual displays in any of the Indie Author venues*

Indie Author Early Check-In and Credentials:

- Indie Authors may check-in and pick up their festival credentials on the Friday prior to the festival weekend.
 - Early check-in on Friday will be available from 10 am to 2 pm
 - Location address will be sent to all Indie Authors prior to festival weekend
 - Festival maps, pavilion locations, parking and general information will be available.
 - If you are unable to attend early check-in, your festival credentials will be available at your pavilion.

Arrival and Set-Up At the Festival:

- Please go directly to your assigned pavilion when you arrive at the festival.
(*Note: author hospitality is reserved for presenting/panel authors.*)
 - All Indie Author venues are marked with a **blue banner** around the top.
 - Information Booths are throughout the festival and have 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 or the mobile app. 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 30-minute break between author time slots.
- Plan to arrive at your pavilion at least 10 minutes prior to your scheduled time.
 - When you arrive check-in with one of the Indie Author volunteers.
 - Volunteers will assist you during 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.

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 is the holder of the business license for Indie Authors.
 - Individual business licenses **will not** be required for sales within the Indie Author venues.
 - 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 venues.
 - Sales tax will be collected at 8.7% (2.6% to the City of Tucson and 5.6% to the State of Arizona) resulting from sales while in a pavilion.
 - Sales tax will be collected by festival staff at the end of your time slot.
 - If you hold an individual license, please have your license number available to include in our documentation for the City of Tucson.
- You collect and keep the money from the sale of your book(s).
- **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 and bring change.*
- Make checks payable to the **Tucson Festival of Books**

For additional information regarding the City of Tucson Business License:

City of Tucson*

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

Arizona Department of Revenue

<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 Indie Author venues.
- 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's Indie Author listing (website, mobile app) with the date, time and your Indie Author venue.
- Your name will also appear in the *Arizona Daily Star Festival Guide*, distributed the Sunday prior to the festival weekend, under the Indie Authors listing.
- The information you provide when you register (including your website link, Facebook URL, Instagram URL, YouTube URL, Twitter URL, LinkedIn URL, TikTok URL) is posted as part of your author profile.
- We highly recommend your use of social media and other social networks to promote your Indie Author participation at the Tucson Festival of Books.

Indie Author Parking Information:

- Parking information will be shared via email, approximately 7 to 10 days prior to the festival weekend.

Other Parking Options:

- Parking on all surface lots on campus is offered free-of-charge during the festival weekend.
- Public parking is available for \$10 per car in all parking garages - Main Gate, 6th Street, Cherry Avenue, Tyndall, Highland, Park and South Stadium Garages (only credit cards are accepted). No charge after 4 pm each day.
 - Note: 2nd Street Garage is for PRESENTING AUTHORS ONLY - public access will not be granted.
- 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 - 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 Indie Author venues are located outdoors on the UA Mall – weather during the festival varies from cold and rainy to over 80° - so prepare wisely.
 - Dressing in layers is recommended as well as having sunscreen, sunglasses and a hat.

Indie Author Communication:

- If you have questions or concerns prior to the festival, please email us:
indieauthors@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 15, 2025	9:30am to 5:30pm
	Sunday, March 16, 2025	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 Tucson Festival of Books website is 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 accommodation, please refer to the discounts available from hotels, motels and resorts listed on the website. Remember to mention that you are participating in the Tucson Festival of Books.

We also recommend that you download the **festival's app** which has author listings, event schedules and maps. The app is available for IOS and Android.

Author Relations: Volunteers 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 Indie Authors, this agreement will terminate. The authors agree to waive any claim for damages or compensation except the pro rata return of the amount paid for the pavilion.

Types of Material Acceptable for Sale: Indie 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 Indie Author venues.

Security: The festival provides security throughout the festival and overnight on Saturday. The security staff will roam the grounds but will not be stationed at one particular location. There is no overnight storage service provided by the festival.

Telecommunications, Internet or ISDN Services: UA PublicWiFi 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 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.

Venue Placements: The festival assigns Indie Author venue locations at its sole discretion. The festival layout is extraordinarily complex. A strong effort is made to place all venues 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 Authors may not relocate themselves. All pavilion location assignments by the festival are final.

Distribution of Literature: Distribution of literature, samples, business cards or any type of giveaway items must be done from within your pavilion space. 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 displays are flame-retardant. No open flames, heaters, candles, incense burners or similar paraphernalia will be permitted in or around the Indie Author venues. 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 indieauthors@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 during the Tucson Festival of Books.

Emergencies & First Aid:

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

- Closest Information Booth
- First Aid Tent
- Any festival volunteer and staff with a walkie-talkie

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. 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.

Covid-19 Guidelines: The festival will adhere to all safety-related protocols prescribed by Pima County and the University of Arizona. All guests will be required to follow campus health and safety protocols in place at the time of the festival, as well as adhere to any existing state and local guidelines. In addition, this event may be cancelled or changed on short notice due to public health circumstances. For updates and information, please visit <https://covid19.arizona.edu/updates> and tucsonfestivalofbooks.org.

Lost & Found - Items: Items lost during the festival should be turned into the closest Information Booth. 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 & Found for the UA Campus.

Lost & Found - Children & Parents: A child who becomes 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 location, please stay with the child. Have someone report the situation to any of the following:

- The closest Information Booth
- The First Aid Tent
- 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 your 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. 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.

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

Friend of the Festival: Investing in the **Friends 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: All of our committee chairs are volunteers, so we respectfully ask that Indie Authors utilize our email communication system as the preferred method of communication. 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 as quickly as possible.

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