

# 2010 Southern Oregon Book and Author Fair

Information, Application and Sponsorship Opportunities Package

*(Details subject to change. Check the Yahoo group site for the most up-to-date information.)*

**Eligibility:** Authors must have at least one published title to offer at the Fair, regardless of the type of publishing (major house, self-published, POD). At this time titles entirely e-published do not qualify. Oregon and Northwest authors are encouraged to apply, but out-of-the-area authors may apply if table spaces remain available. Attendees must participate in the Yahoo group, "bookandauthorfair" to receive information updates.

**Location:** Second Floor Ballroom and Conservatory, Ashland Springs Hotel, 212 E. Main Street, Ashland, Oregon 97520

**Date:** Saturday, November 20, 2010

**Hours:** 10 a.m. through 4:30 p.m.

**Set Up:** Author table set-up will begin at 9 a.m. All tables must be finalized by 9:45 a.m.

**Take Down:** To ensure a pleasant experience for buyers and attendees, authors are expected to remain at tables until 4:30 p.m., and materials should be cleared from the fair area from 4:30 to 5 p.m. All author and fair material must be removed from the Conservatory and Ballroom before 5 p.m.

**Fees:** \$25 for one-half of a 6' table.

**Food and drink:** No outside food or drink is allowed in the hotel. Food items (candy, chocolates) cannot be given out at this event. A special lunch menu will be handed out by the catering staff at 11:30 a.m. so authors can order lunch and it will be delivered directly to your table. *Hotel gratuity may be added to your purchase by the hotel.*

**Hospitality room:** Coffee (regular and decaf) and water will be available for authors in The Palm Room (adjacent to the Conservatory and Ballroom).

**Hotel discounts:** If you plan to stay at the Ashland Springs Hotel, ask for the Book and Author Group discount. For reservations, call (541) 488-1700.

**Author Sponsorships, Business Sponsorships and Advertising:** All attending authors are encouraged to help the organizers with advertising and sponsorships. The attached sponsor letter explains the donation levels and the special sponsorship opportunities for businesses and individuals. Sponsor and advertiser funds will increase the Fair's ability to purchase print ads, radio ads, and possibly even commercial time – increasing the foot traffic and potential buyers to the Fair. We also will have the opportunity to grow the event into a conference and learning weekend to promote the art and business of writing among out peers and industry leaders.

**Shirt Sale:** A t-shirt order form is enclosed. All profits from the sales will go toward the advertising budget. All t-shirts will be mailed to purchasers beginning August 1<sup>st</sup>, after most sponsors and advertisers have been arranged.

**Author Gathering:** An Author Gathering, for attendees and guests, is planned for Friday, November 19, 2010 at 6 p.m. *Venue will be announced at a later date.*

**Accounting:** The organizer is committed to financial transparency in our group Fair activities. A balance sheet is available on request.

**Organizer:** If you have any questions, email Trisha Barnes at [events@rivercanyonpress.com](mailto:events@rivercanyonpress.com), or write to Trisha Barnes, River Canyon Press, P. O. Box 62, Roseburg, OR 97470.