



Author Event Agreement

McLean & Eakin Booksellers hosts 60-70 events between June and August annually with additional children's events through the rest of the year. Due to high demand and the seasonal nature of our events schedule we request that all potential visiting authors review these guidelines and complete a proposal form. This helps us to determine if your book is a good match for our programming and customers.

1. Please familiarize yourself with our events calendar and the types of events we host. We carefully select each of our events based on successes of 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. McLean & Eakin Booksellers considers books released in the year prior to the potential event date. We book events at least three months in advance for marketing and ordering schedules, please keep this in mind when requesting an event. We rarely will accommodate last-minute bookings.
3. Book availability is very important when considering events. Books must be available through a publisher or distributor we work with regularly, and have normal bookstore ordering terms. Ingram is the only distributor we currently work with, but just because a book is available through Ingram does not mean it will be available to our store. Books must have a minimum standard discount of 40% off the retail price and be fully returnable to the distributor.
4. If a book is not available through a publisher or distributor we work with, or good ordering terms are not available through the distributor, we may consider purchasing them directly from the author with our standard wholesale terms: full returnability, 40% discount on retail price, free shipping.
5. **We do not pay author fees, travel expenses or for lodging.** Authors who would like an event at McLean & Eakin are responsible for scheduling and funding their trip to our area. In the case of children's events that require movement between schools, we will assist with that travel.
and
6. If we are scheduling school events for an author's visit we will be the sole contact for the schools. It is unacceptable for authors to reach out to schools directly to negotiate terms of events organized through McLean & Eakin. Breach of this could result in cancellation of event.
7. Due to proximity and overlap in audience **we ask that you do not book an event with another bookstore, library or organization within 30 miles of Petoskey in the two weeks prior or following your desired event date.** Overbooking events in one area leads, historically, to low sales, attendance and customer burnout.
8. When McLean & Eakin Booksellers takes on an event at the store we are investing in an authors work. As part of this investment we do extensive marketing for each event. We promote our events through our website, social media, print schedules, local print newspapers, press releases, web based community calendars, in-store displays and verbally with our staff focusing on handselling summer event titles. Every event will receive this promotional treatment regardless of the size or scale of the event, we want each event to succeed.

While McLean & Eakin does put a lot into publicity, it is also up to authors and publicists to promote their own event and book within the community. We find that for local authors and authors from small presses, the bulk of success lies within their own promotion. This promotion should include their own social media posting and reaching out to their own community: friends, family, community organizations that may be interested in your book or topic. We ask that all authors list their events on any websites, social media and email lists they maintain.

We require that all authors who are promoting their events with our store link to their book listing on our website in all social media or web promotions. By extension we also require that any print marketing materials that an author may have at their event in our store not promote outside retailers.

9. In rare cases it may be necessary for McLean & Eakin to cancel or reschedule an event. In this rare case the author will always be notified and our reasons will be explained in advance of the event date.

For consideration for an event, please fill out and email the Author Event Proposal (available on our website) to our events coordinator at events@mcleanandeakin.com. We appreciate your interest in our events program and look forward to working with you.