



Your Author Event Request

Thank you for your interest in a possible book event at the American Book Center (ABC). We love supporting authors and their ideas and will do what we can to accommodate your request.

However, before you contact us, please make sure your request meets the following criteria:

- Your event idea is based on a physical book. Please note that we do not do e-book events and that your book needs to be readily available from one of our sources and with the right to return unsold books.
- If you want to bring and sell your own copies of your book during the event, we ask for a 35% share of the sales.
- Our events are based on English language books and are preferably conducted in English.
- Please understand that we cannot cover any travel or hotel costs.
- You agree to promote the event yourself and, if you are a local author, you commit to inviting a minimum of 20 people. In addition to possible ABC event promotions detailed below, it is crucial that authors work on promoting their own events to the (local) media, special interest groups and personal contacts.
- All requests must be submitted at least six weeks prior to the preferred event date. This will allow us to organize and promote your event appropriately.

If you don't meet these criteria, you may want to **rent** The ABC Treehut in The Hague. This bright and sunny event space seats up to 50 people. Included in the Treehut rental fee is an announcement of your event in our monthly event mailing and event calendar on abc.nl. For more information and prices go to abc.nl/treehut.

After signing the contract, and at least 6 weeks before the actual event date, send the details of your event by email to events@abc.nl (see points 1/2/3/5/9 below).

If your situation meets the above criteria, please send a detailed proposal to our Marketing & Events Department via events@abc.nl, and include the following:

1. Title and brief summary of the book (book blurb, publication date, isbn and retail price).
2. Short author biography.
3. Quotes and/or links to reviews online of your book(s).
4. Type of event you envision for your book.
5. What you think you need for your presentation (table/chair/lecturn/microphone?).
6. Dates and times of any other events you will be doing in the Amsterdam and/or The Hague area or have organised in the past six months.
7. Your personal promotional plans for your book/event.
8. Your estimated attendance (friends, family, colleagues) and book sales.
9. Desired date and time for your event

We will review your proposal and look at sales of your current or previous books, as well as sales and event attendance of other titles in the category, to determine whether your event will be a good fit for our event program. If we are interested in hosting an event for your book, we will contact you as soon as possible to discuss a possible date, time and location.

July 11, 2018



Once we have decided to host your event and have agreed on a date and time, we will ask you to email us a high resolution (at least 300 DPI) image of yourself and one of your book cover. A picture of you with your book and/or any other pictures that will help promote your book and/or event (royalty free) are also very welcome. We suggest using Wetransfer to submit your images.

ABC Author Event Promotions

- Listing in our monthly e-mail event newsletter.
- Listing on our website event calendar.
- A link to the author's website, as long as that website includes a link to abc.nl for book purchases. (If your book does not appear in our on-line database, please let us know.)
- Social media outreach: Facebook, Twitter, Instagram.
- Listing on Eventbrite (only for bigger events with required signup/ticket sales)
- Outreach through our many community partners (when applicable).
- Displaying your book/event prominently in our store and in our window.
- Event cards in your displayed books.
- An ABC event poster specifically for your event.

At the event, an appointed ABC staff member will introduce you to the public and make everyone feel comfortable and at home. Authors will be offered something to drink, but we do not provide drinks for the audience present. You are however welcome to bring your own refreshments and/or bites. If you have any questions about this, please let us know.

Some additional information:

- We can only seat a maximum of 15 people at events in our Amsterdam store. Amsterdam book launches and signings are standing events.
- We have an elevator/lift in our Amsterdam store but not in The Hague store to the entrance of the Treehut upstairs.

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