

# UA Alumni Authors Tent 2012 Tucson Festival of Books

## FAQS

### The UA Alumni Authors Tent

- An exhibitor at the Tucson Festival of Books
- If authors desire to participate in the Tucson Festival of Books, they must apply directly with the Tucson Festival of Books organization: <http://tucsonfestivalofbooks.org/>
  - Only authors participating directly through the Tucson Festival of Books organization will be listed in the TFOB Author Listing.

### HOW DOES THE UA ALUMNI ASSOCIATION MARKET THE ALUMNI AUTHORS TENT?

Featuring over 250 tents and booths, and 400-450 authors, the festival attracts more than 100,000 visitors, so there is a lot of “competition for time.” Although we will be marketing this event, we **STRONGLY** encourage you to be proactive and promote your appearance by inviting your friends, family and followers to attend your presentation, as well as the festival in general. We also suggest you contact your college or department and let them know you will be at our tent, and the day and time you will be there. They may not know you are attending the festival and would want to know you are participating.

The UA Alumni Association wants our authors to have the best experience possible. We realize that marketing is a key component to the success of our authors. Some of our marketing strategies include:

- Advertisements in our own Alumnus Magazine
- Advertisements and links from the Alumni Association home page to the Alumni Authors web page, where participating authors and their corresponding appearance times are listed, along with headshots, and book cover pictures
- Purchase of ad space in the special Tucson Festival of Books tabloid insert in the Arizona Daily Star, which runs the Sunday prior to the festival
- Information is included in both the UA Alumni Association events calendar AND the University of Arizona Master Calendar
- A reminder to visit our bookfest tent in our monthly email broadcast to alumni
- Incorporate Twitter, Facebook and other social media in our marketing efforts

### TENT OPERATION

- Author Procedure

- Authors will be allocated a certain number of minutes to present in the UA Alumni Authors tent at the Tucson Festival of Books.
  - During this time, authors may discuss their book, talk about the writing process, read from the book, interact with the audience—the time is theirs to use as they like;
  - When their presentation time is up, authors will be given a signal to wrap up.
  - Authors may (but are not obligated to) move to the author signing table, where they may interact with their readers, and sell and sign books, until another author is ready to take the spot.
- Authors may only display and sell their books during their time at the author signing table.
  - Authors are encouraged to bring someone who can collect monies while the author chats and signs books.
  - Authors must bring their own books to sell, unless the UA Bookstores will be carrying their books, in which case, those wishing to purchase your books will be encouraged to purchase them at the UA Bookstores and bring them to you (the author) for signing.
  - Please note: because of space, liability and security constraints, the UA Alumni Authors tent is unable to store or hold authors books other than while authors are presenting in our tent.

## **AUDIO VIDEO**

- Yes, there is electricity in the UA Alumni Authors tent.
- PowerPoint presentations are not feasible due to constraints of light
  - time between presentations is minimal and, thus, there is little to no time to set up a screen and projector;
  - the tent must remain open due to author signing tables and UA Alumni Association displays, making it very difficult to see the projected image on the screen;
  - space is limited and audience seating is crowded, leaving little room for equipment set-up.
- A microphone is provided for sound projection.
- Easels are provided
  - A top-clip easel
  - A bottom-clip easel

## **WHO SELLS MY BOOKS FOR ME?**

Most of our authors bring their own books and are responsible for selling them, including the handling of money. About a month before the bookfest, we provide the UA Bookstores with a list of our participating authors, along with corresponding book title and publisher. The

bookstore responds with those books it will carry which, historically, have been very limited. This year was no exception.

**If your book was among the titles the UA Bookstore will carry in stock, it will NOT be necessary for you to bring and sell your own books. We will put up a sign directing people to pre-purchase the book at the UA Bookstores tent. If the UA Bookstore will NOT carry it and you decide to sell your book, we strongly recommend bringing someone with you who can collect monies while you chat and sign books.**

## **INFORMATION FOR THOSE SELLING THEIR OWN BOOKS**

Dr. Martina Cartwright, one of your fellow alumni authors, has generously shared some information she gathered which affects those of you who will be selling your own books.

Martina writes that she was required to file for a Special Events business license in Tucson since she would be selling the books herself. As she only intended to sell during the bookfest and not at any other time within the city limits, she was instructed to complete the form for Special Events. The link to the brochure and required forms is: <http://cms3.tucsonaz.gov/sites/default/files/finance/SpecEvents.pdf>

Feel free to call Janet Nickell of the City of Tucson's Revenue Division, who guided Martina through the application process. She indicated a willingness to be helpful and may be contacted at:

Janet Nickell  
Finance Analyst  
Revenue Division  
(520) 837-4406  
[Janet.Nickell@tucsonaz.gov](mailto:Janet.Nickell@tucsonaz.gov)

By the way, **TIME IS OF THE ESSENCE**, as the forms for the "special event" license from the City of Tucson take about 2 weeks to process. Janet indicated that one should write "SPECIAL EVENTS" on the mailing envelope for faster processing. If you have any specific questions, Janet will be able to help.

For those wanting to take credit card payments, Martina Cartwright also wanted to share Squareup.com, one of a number of new applications that enable the taking of credit card payments from your iPhone or Android. Complete information for Squareup is on that site. *The UA Alumni Association is in no way promoting or encouraging the use of this service; but is merely passing along this information from one author to her fellow authors.*

## Parking

**Parking is free at the Tucson Festival of Books.** Please refer to our [web page](#) for a map to the parking garages available to the general public. (The Second Street garage is reserved for TFOB Festival authors and, unless you were specifically instructed to use it, this garage will be unavailable.)

You also have access to the surface lots at The University of Arizona, site of the Festival.

If you're coming from south of campus, try the Sixth Street Garage. If you're coming from the north, try the Highland Avenue Garage (you'll have to take a short walk under the underpass). If you're coming from the west, try the Tyndall Avenue Garage or the Main Gate Garage. If you're coming from the east, try the Cherry Avenue Garage. These garages are open all weekend, so you can get there early and still park for free.

### Disability Access

- Directional signage has been added to the Mall to assist in locating accessible routes.
- Accessible restrooms are located in buildings open for the event. A unisex accessible restroom is located in the Main Library.
- If you have questions concerning access or wish to request disability-related accommodations please contact [Sherry Santee](#); (520) 626-5490 V, (520) 621-3268 TTY
- Disability access information will also be available at the Information Kiosks

### Accessible Parking

All UA parking garages and most of the surface lots have disabled parking available. There are also disabled spaces available on many campus streets. Note that a UA disabled parking permit is not required on the weekends. For a detailed view of all available UA campus disabled parking, please refer to [the UA Parking Map](#).

## Lockers

We are often asked if authors may leave their books at the UA Alumni Authors booth. Because of various factors, it is not possible to do so at this time. The UA Main Library (at Cherry and University) has a total of 36 lockers located on the east side of the entrance lobby that are available for anyone to use. Rental is \$.25, which is refunded when the locker key is returned. The following policies are in place for all lockers:

- The University of Arizona and the library are not responsible for any lost/damaged property stored in the lockers.
- Storage of food/drink is prohibited.
- Materials should not be left over night and the lockers will be cleared periodically.

- The library does not offer refunds on lost quarters nor can we loan out quarters to customers. The Express Document Center on the first floor of the Main Library has the ability to make change should you need it.
  - A key replacement fee of \$25 will be charged for any lost or damaged keys.
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