

An Open letter to our exhibiting authors

Dear Expo Author,

It's our pleasure to welcome you to the 18th Annual Amelia Island Book Festival, Author Expo/Reader Extravaganza being held Saturday, February 16, 2019 at the Fernandina Beach Middle School, 315 Citrona Drive, Fernandina Beach, FL 32034. Your participation in our author Expo makes a tremendous difference toward literacy.

We are dedicated and committed to our mission of bringing lifelong learning to our community and creating a 360-degree learning experience for our students--bring together students, authors and books for lifelong learning. We are happy to announce that we have purchased more than 12,300 books for the students in our county of the authors they will meet on Authors in Schools Day, Feb. 15.

SOME IMPORTANT UPDATES FOR YOU:

- **Our Exhibit venue is undergoing some remodeling, so please obey all signs and be careful, though it is mostly in areas we are not using.**
- **We have a few new features and you can rely on the features you've come to depend upon.**
- **All tables will come fitted with a black table covering.**
- **We will provide a voucher that will be passed out to at your assigned space (between 9:30 and 10 am) after you have checked in.**
- **Please download the detailed document describing this new trial feature.**
- **All authors can partake of complimentary Coffee provided by Amelia Island's premier local coffee establishment, Amelia Island Coffee Company, from 8 – 10 a.m. as well as donut holes and water from The Amelia Island Book Festival.**
- **The Sunshine Grindz Food Truck, owned and operated by a CIA trained chef, will be onsite from 10 to 4 p.m. They take credit cards.**
- **Volunteers will be available to help you unload and carry your material to your Expo hall space.**

PERENNIAL FAVORITES ARE BACK.—PLEASE DOWN-LOAD these separate documents

- **AUTHOR LISTING WITH SPACE NUMBERS.**
- **Facilities Map**
- **Schematic of the exhibit hall,**
- **Author guidelines with helpful hints, so you have the best experience.**
- **How provided lunch will work.**

IMPORTANT REMINDERS

- **Set up for authors is between 8 a.m. and 9:30 a.m. The expo opens at 10 a.m. and closes at 5:00 p.m., exhibiting authors are expected to remain till the Expo is over. Leaving early denigrates the experience for our attendees and the other authors and you'll miss sales opportunities.**

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- As a reminder, each author exhibitor space is half of an 8- foot banquet table, or 4-feet long; it comes with one chair for each 4-foot space. This year we are providing table coverings for a uniform look. All exhibit tables will be covered with a black fitted covering. **You are responsible for bringing everything else you will need. Credit card readers, promotional props, etc.**
- **Please keep your signage in your own area.** No signs will be allowed in the entry way or other areas except those created and displayed by AIBF. Space is at a premium, so please be considerate of other exhibitors and limit your representation to one person behind your table space at a time. **Please do not bring extra chairs and place them behind your table as space is limited.**
- If you sell books directly from your exhibit space, Please be aware of Florida State and Local sales tax requirements that are your responsibility.
- During the expo, attendees will be encouraged to participate in the Passport to Literacy. They will be given a card with a book case and encouraged to visit as many authors as possible to be eligible for hourly prize drawings. Someone will come to your space between 9:30 and 10 to give you the stickers to provide your booth visitors and a few extra passports. If someone comes to visit and doesn't have one please encourage them to start one. Please give them one star for talking with you about your books; two stars for buying a book. Do not give out if they just want stickers. They also get one for attending a breakout session. They can enter numerous times; we want them to buy books and get know new and emerging authors so please help us make this incentive a success.
- Volunteers will be providing guests with directions to breakout sessions and to answer questions and other assistance as needed. You'll spot them in their lime green vests, they are available should you need to attend the restroom, pick up your lunch or if you want to attend one of the breakouts. Please let someone one know a little in advance so they can plan to be there or ask another volunteer to "sit" your space if you need it.
- Celebrity breakout sessions—all celebrity authors will come back into the gym for signing books for 1 hours after their presentations, bringing with them scores of readers.
- We expect the last breakout session with Diana Gabaldon done to bring more than 400 people at one time back into the gym. These folks waiting for her to sign a book, are a target rich group to engage in conversation about your books.

Follow this link for accommodations, restaurants and more on the island, as well as a special For Author questions regarding the Author Expo not addressed here, please send us an email to expo2019@ameliaislandbookfestival.org

All the very best for a successful expo experience for you.

The AIBF Board of Directors