

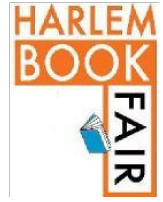
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HARLEM BOOK FAIR 2021

Where Readers Find You...

SATURDAYS, JULY 10, 17, 24, & 31, 2021

FINAL REGISTRATION DEADLINE: FRIDAY, JUNE 18, 2021



*Author/Vendor/Company _____ *Contact name: _____
 *Address: (no P.O. Boxes) _____ *City: _____ *St: _____ *Zip: _____
 *Phone: (____) _____ *Fax: (____) _____ *Email: _____

Space Reservation: The Harlem Book Fair is produced by The American Literature Archives, Inc., a NYS registered not-for-profit organization. Exhibitor fees are donations and are fully tax deductible to the extent of the law. Please reserve early. We cannot guarantee specific time placement requests after May 28, 2021. The 2021 Harlem Book Fair will be held **virtually** on event partner and social media platforms on **Saturdays in July (July 10, 17, 24, and July 31st) 2021 from 11:00 a. m. to 2:00 p. m.** Please visit harlembookfair.com for program details and daily schedules. **ABSOLUTELY NO REGISTRATION FEES ARE REFUNDED AFTER JUNE 25, 2021.** All placements will be made upon payment in full. Your payment indicates agreement with all terms.

Exhibitor Placement & Fees:

NOTE: PLEASE READ THE FOLLOWING PAGE TO SEE WHAT YOU RECEIVE WITH EACH LEVEL OF PARTICIPATION.		
Category and Placement Selection (please check)	Registration Deadline (must be paid in full & postmarked by May 28, 2021)	AMOUNT (please check)
	Single Presenter or Panelist (Space Available Basis)	
Single Author <input type="checkbox"/>	\$125	\$125 <input type="checkbox"/>
Publisher (Single author) <input type="checkbox"/>	\$150.00	\$150.00 <input type="checkbox"/>
Publisher (Multiple authors) <input type="checkbox"/>	\$325.00 (maximum 3)	\$325.00 <input type="checkbox"/>
EPK Special Offer! (see page 2)	\$149.00	\$59.00 <input type="checkbox"/>
TOTAL DUE		\$ _____

I would like to present my work, a workshop, or be a panelist as a Single Presenter Author Panelist (Pls. check category.)
 Fiction Nonfiction Children/YA Poetry Christian Urban Self-Help/Spiritual Diaspora EBooks/Audio Books

PLEASE PAY VIA [PAYPAL](#) OR CREDIT CARD (WE ACCEPT VISA/MC/AMEX):

Name on Card: _____ Card #: _____ Exp. Date: _____

Signature: _____ Print name: _____ Date: _____

Please make checks payable to TALA/HBF

Mail to Harlem Book Fair, 200 Andromeda Way, Bear, DE 19701 or email registration to hbf@qbr.com.

For HBF registration information, call (917) 406.1727. For HBF Program, pre-event promotion information or schedules, please visit www.harlembookfair.com

HBF 2021 EXHIBITOR PARTICIPATION and PROMOTION INFORMATION

The 2021 Harlem Book Fair is produced by the Harlem Book Fair in collaboration with Christian Authors on Tour (CAOT). HBF2021 will be broadcasted on YouTube, Instagram Live, and Facebook Live.

All advertising and promotional banners, links, videos, and images will be posted 7 days prior to the book fair and posted 30 days beyond the completion of the festival date. Author pages will remain live onsite for one year.

Exhibitor Benefits

Author Page. Each participating exhibitor will receive an individual Author Page, which includes a book jacket, an author photo, and a book summary (all provided by the author or publisher) that will be linked to the author's or publisher desired point of purchase (personal website or Amazon.com). Author presentations will be available for public viewing on our channel, BookChannelOnline (YouTube). Use your program link to market and promote your Harlem Book Fair presentation throughout the year.

Presentation Day/Times

Saturday viewing time is scheduled from 11:00 a. m. to 2:00 p. m. Sunday viewing time (Sunday, July 18 for Christian Authors on Tour only) is also scheduled from 11:00 a. m. to 2:00 p. m. All authors will participate via submitted pre-recorded video presentations. All segment placements will be made on first request basis. You will be notified of your day and time slot assignment via email **HBF2021 will be streamed on Facebook Live, with simultaneous links to YouTube, Facebook Live, Instagram Live, and CAOTv.com.** Viewers can access the events of the day through the Harlem Book Fair page on their favorite social media platforms.

Application and Materials Timelines:

Friday, June 18, 2021 – HBF2021 Author Application & Registration Deadline

Friday, June 25, 2021 – Notification to Authors of Suggested Edits & Revisions to Submitted Materials

Wednesday, June 30, 2021 – Deadline for presentation submissions

EPK MARKETING AND PROMOTION OFFER.

THINK YOU KNOW EPKs? WATCH THIS!

Give them everything but the book! Electronic Promotion Kits (EPKs) have become invaluable in reaching today's virtually savvy, COVID-aware, buyer. Your best marketing tool is your EPK. **A well-produced EPK includes your book cover, your photo, a short bio, a compelling excerpt, an author-reading audio file, and more. Everything a reader, book club, or bookstore will want to know before hosting, purchasing, recommending, or ordering your book for their shelves.**

Your EPK is a digital, downloadable, shareable file, and yours to use for the life of your book! Market your book to everyone, anywhere. Click on the link below to see how an EPK can increase your sales, readers, and presentation opportunities. **Do you believe that you can sell *twenty* books? (I hope so...!)** Even at \$10 per book as your selling price, six books are all it will take to make this valuable marketing tool a key part of your permanent promotional strategy. **Watch here** to see how our EPK works and order yours now. The discounted price goes away on June 30, 2019.

IMPORTANT 'QUALITY OF BROADCAST' INFORMATION FOR PARTICIPATING AUTHORS

Whether you are participating in a LIVE or recorded session as part of the 2021 Virtual Harlem Book Fair, we want to ensure the best possible quality broadcast. So, here are some best practices in support of your best presentation!

Three (3) key elements that determine the quality of your broadcast:

1. your internet service provider (ISP)
2. the device you broadcast with; and
3. the network that delivers your broadcast.

For most of us, these are already set. We use a carrier. We have our devices to access the Internet, and an ISP manages our website viewer traffic. Yet, **there are ways that we can help to ensure a maximum viewer experience. Here are our recommended quality of transmission best practices:**

Each participating author should have the following:

1. Headphone and mic headset (**wired recommended**).
2. Computer that is connected **by internet cable** to the modem.
3. HD (high definition) webcam that transmits at 1080p, 1080i or higher.
4. If you have headset with no mic; you can get a decent headphone with microphone from \$30 to \$50. Always look for sales. (Sony MDRZX110AP ZX Series Extra Bass Smartphone Headset with Mic; \$28)
5. Make sure you have downloaded and/or updated all drivers. If you have Windows or Mac, make sure you have all the updates as applicable.
6. If you are using your phone, make sure you are in your location that receives the strongest signal.

If none of the above is available to you, do the following:

- a) If your headset is wireless (Bluetooth), make sure the batteries are fresh.
- b) If you are using Wi-Fi on your computer, laptop, Notebook, or phone, make sure you are as close to the modem as possible and/or have a strong Wi-Fi signal.
- c) If you are using Wi-Fi, make sure your device(s) are fully charged or you can keep them plugged in. Doing so will keep your connections strong.
- d) If you are having trouble connecting with your network or if it is weak; please contact your network provider. Consider contacting your network provider prior to the broadcast to get ideas from them on how you can troubleshoot connectivity issues during your LIVE or pre-recorded broadcast.

Please use these tips to help to ensure a maximum viewer experience. Make sure to test your camera, mic quality, power source/batteries and location signal quality before you record. Thank you.