

# HANOVER BOOK FESTIVAL 2018

APRIL 28, 2018

SPONSORED BY THE HANOVER WRITERS CHAPTER OF THE VIRGINIA WRITERS CLUB

TO BE HELD IN THE RICHMOND TIMES DISPATCH COMMUNITY ROOM

8460 Times Dispatch Blvd., Mechanicsville, VA 23116

*(Do NOT send payments to this address! – see bottom of this page.)*

## TABLE REGISTRATION

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ ALT. PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

(please print clearly; most correspondence will be by e-mail)

WEBSITE (if applicable): \_\_\_\_\_

**\$40.00/ea.** Full Table Reservation (6' table) \$ \_\_\_\_\_

**\$25.00** ½ Table Reservation (shared table) \$ \_\_\_\_\_

**EXTRA \$5.00** for table space near electrical outlet\* \$ \_\_\_\_\_

**\$5.00 LATE FEE:** \$ \_\_\_\_\_

REGISTRATION DEADLINE IS APRIL 1, 2018.

After this date, call to see if space is still available.

An extra \$5.00 charge for late registrations will apply.

**\$15.00** Authors' Workshop from 2-3:30 PM – “Marketing and Branding” \$ \_\_\_\_\_

*This workshop will be after book sales are over.*

*Normally offered at \$50/person, this is a terrific bargain for book festival participants only!*

*(See page 2 of this registration form for more information on the workshop & speaker.)*

Total Enclosed: \$ \_\_\_\_\_

**THERE WILL BE NO REFUNDS FOR CANCELLATIONS AFTER APRIL 10, 2018.**

*\*Tables near electrical outlets are on a first come, first serve basis due to limited number.*

Check here if you want to participate in the Author Talks/Readings.

- Authors will be assigned a time and will have a minimum of 10 minutes to promote themselves and their book(s).
- How much time allowed for each speaker will depend on how many sign up.
- Speakers will be on a first come, first serve basis as time allows.

**MAKE CHECKS PAYABLE TO: HANOVER WRITERS CLUB**  
**(Money Orders also accepted)**

MAIL TO: Hanover Book Festival  
C/O Joanne Liggan  
8201 N. Shall Drive  
Mechanicsville, VA 23111

# HANOVER BOOK FESTIVAL 2018

- NOTES OF INTEREST
- FESTIVAL RULES
- WORKSHOP INFORMATION

*(THIS IS A KID-FRIENDLY EVENT - NO EROTICA PLEASE.)*

**A donation of one of your books for door prizes would be much appreciated.  
If you are willing, please mail it with your application. Thank you!**

WE PLAN TO HAVE A VIDEO OF ALL PARTICIPATING AUTHORS' BOOKS WHICH WILL RUN ON A CONTINUOUS LOOP THROUGHOUT THE FESTIVAL, SO PLEASE PROVIDE THE FOLLOWING INFORMATION FOR THE VIDEO IF YOU WANT TO BE INCLUDED:

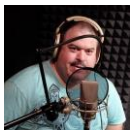
- BOOK TITLE,
- GENRE,
- BRIEF DESCRIPTION,
- PDF OF FRONT COVER,
- NAME, BIO, & PHOTO OF AUTHOR.

## BOOK FESTIVAL RULES

- **PLEASE DO NOT ATTACH ANYTHING TO WALLS** – use freestanding displays only.
- Set-up time is from 8:30-9:45. All participants should be set up by 9:45 AM.
- Book sales will be from 10 AM until 2 PM.
- In consideration of late arriving patrons, displays must remain until the end of the book sale at 2:00 PM.
- Authors are responsible for sales of their books and collection of sales tax.
- *There will be a prize for best table display, so get creative!*

## ABOUT THE WORKSHOP:

**Marketing and Branding:** Selling books is a difficult business in this age of technology, social media, and publishing options. Millions of books hit the market each year, so how does an author get his book noticed? In this class you will learn how to increase your sphere of influence, develop your brand, create your "Tag" line, and learn strategies for increasing your sales. Speaker: Chris Lythgoe



**About Chris Lythgoe:** Chris is an actor veteran of the TV/Film industry with over 40 TV/Film/Commercial credits to his name. Several of the projects he has been in as an actor have been on the big screen (movie theatres) and/or on cable TV. A veteran of Films, TV shows, Commercials and Industrials, he has won numerous accolades for several of his short films as a screenwriter, Film Producer and Director. He has been a professional actor for 10 years, in Independent film, commercials and TV shows. Producer, Writer and Multi-Award winning Director since 2014 and a trained Voice Talent since 2011 (from Voice Coaches in Albany New York), Chris teaches classes on screenwriting, producing and directing, marketing, the voice talent industry and more. Chris has been a marketing professional for 30 years, and small business owner and Manager of BlueLight LLC since 2011, which is a production company offering many other services including training. For more information, visit his Facebook page at <https://www.facebook.com/BL-Productions-and-Services-LLC-1033081816714176/>

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For further information, visit [www.hanoverbookfestival.com](http://www.hanoverbookfestival.com).  
Send e-mail to [jliggan@verizon.net](mailto:jliggan@verizon.net), or call Joanne @ 804-514-1446.